TRANSIT DEVELOPMENT PLAN

EAU CLAIRE TRANSIT
CITY OF EAU CLAIRE

November 13, 2020

Eau Claire Transit

SRF Consulting

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PART 1: INTRODUCTION

Introduction

Eau Claire Transit

A service of the City of Eau Claire, Eau Claire Transit (ECT) offers fixed route bus service and Americans with Disabilities Act (ADA) complementary paratransit within the cities of Eau Claire and Altoona. Fixed route service is operated directly by the City, while paratransit service is operated by Abby Vans through a contract with the City. In 2018, ECT provided over 960,000 passenger trips. A significant portion of these trips came from University of Wisconsin – Eau Claire (UW-Eau Claire) students. The City owns 22 large diesel and hybrid electric buses, which it uses to provide fixed route service.

Project Purpose

The purpose of the Eau Claire Transit Development Plan (TDP) update is to develop a five-year plan to guide the implementation of transit service in Eau Claire, with an emphasis on sustainable growth that considers immediate and future needs.

Project Scope

The project scope included the following:

- the development of goals and objectives for the transit system;
- evaluation of existing conditions;
- authentic public engagement;
- identification of present and future needs;
- development and prioritization of transit service recommendations;
- creation of a funding plan with implementation guidance.

While ECT provides ADA complementary paratransit service, the focus of this TDP update was on ECT's fixed route service. However, the potential impact to ECT's paratransit service was considered throughout.

Project Team

A multi-organization, multi-disciplinary project team was established at the beginning of the project to guide decision making and collaborative shape the plan. The TDP Project Team was led by the City of Eau Claire's Transit Manager and included the Chair of the City of Eau Claire Transit Commission; and staff from the City of Eau Claire Community Services Division, the City of Altoona, West Central Wisconsin Regional Planning Commission (WCWRPC), Aging & Disability Resource Center (ADRC) of Eau Claire County, and UW-Eau Claire. Staff from SRF Consulting, the final members of the TDP Project Team, provided technical expertise and content creation at the direction of the rest of the Project Team.

Additionally, the TDP update was overseen by the City of Eau Claire Transit Commission, who received regular updates throughout the project.

Transit System Overview

Fixed-Route Service

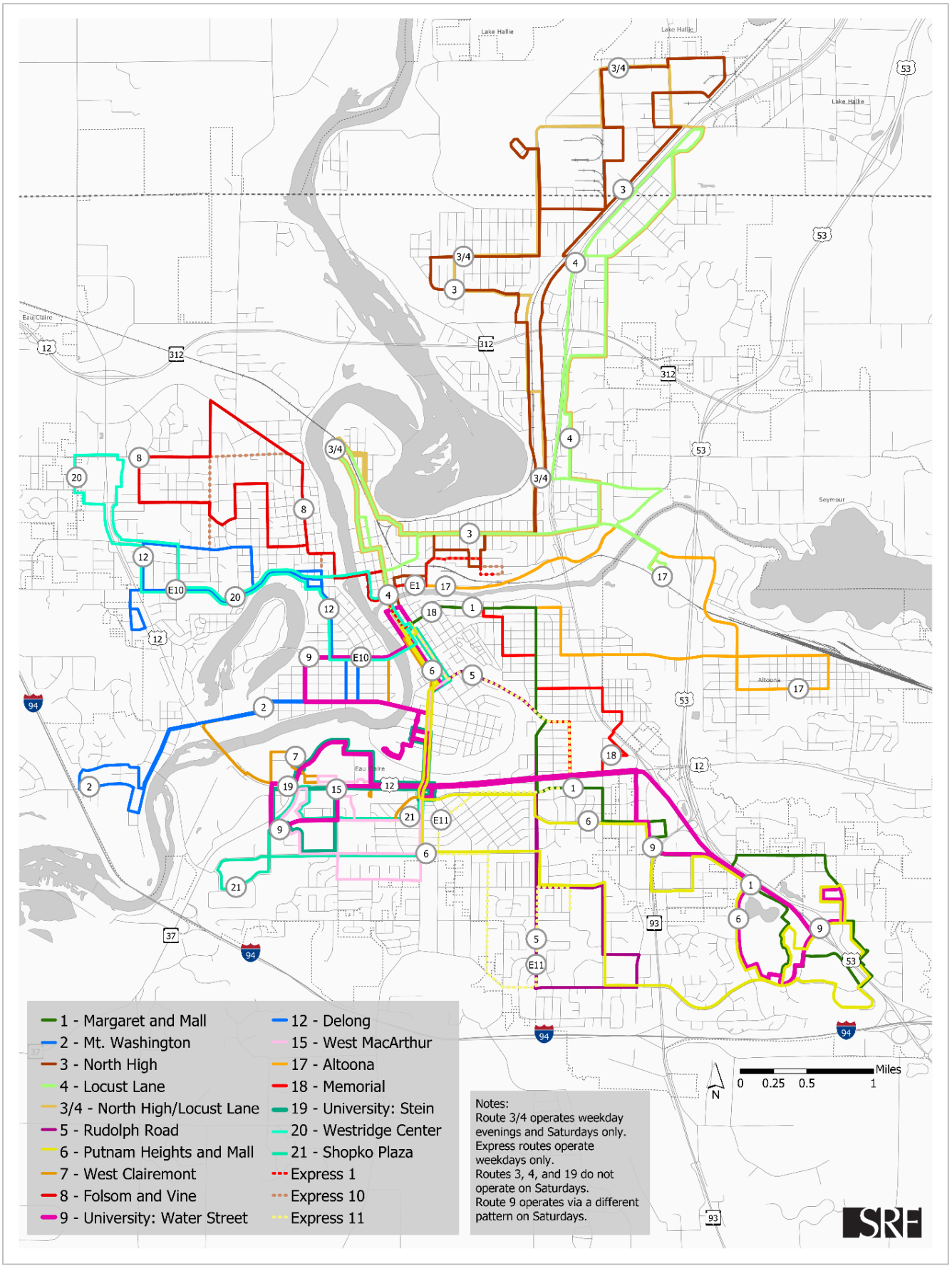
ECT operates 17 regular fixed routes, from approximately 6:00 a.m. to 10:00 p.m. weekdays; 13 routes operate on Saturdays from 8:15 a.m. to 6:45 p.m. (Figure 1). There is no service on Sundays. Most routes are available every 60 minutes. All ECT fixed routes except one – Route 19 – serves the Transfer Station in downtown Eau Claire, where buses meet for timed transfers. In addition to its regular routes, ECT operates three express routes to meet weekday morning and afternoon demand, serving multiple Eau Claire Area School District (ECASD) high and middle schools and the L.E. Phillips Career Development Center.

Demand Response

Door-to-door paratransit service is available to residents of Eau Claire and Altoona whose disability prevents them from using the fixed route bus system. This ADA complementary paratransit service is available during the same hours as fixed routes; trips must be scheduled in advance. The service is operated by Abby Vans on behalf of the City, but rider certification is completed by ECT staff.

The City of Eau Claire and Eau Claire County Aging and Disability Resource Center (ADRC) jointly provide door-to-door paratransit service throughout the remainder of Eau Claire county (excluding the cities of Eau Claire and Altoona). Residents ages 60 years and older and those with a qualifying disability are eligible for the county-wide paratransit service. Countywide paratransit service is operated by Abby Vans.

Figure 1: Existing Fixed Route System



Fares

In addition to cash fares, ECT offers day passes, monthly passes, and student passes (Table 1). Discounted fares are available for seniors, people with disabilities, and income-qualifying individuals on fixed route bus services. Students at Chippewa Valley Technical College (CVTC) and those enrolled in K-12 are eligible for unlimited ride semester and summer passes. UW-Eau Claire students, faculty, and staff ride fixed routes fare-free when presenting their university identification card; this policy is established in a formal agreement for transit service between the City of Eau Claire and UW-Eau Claire.

Table 1: Fares

Group/Service	Cash	Monthly Pass	Day Pass	Student Passes
Adult	$1.75	$50.00	$3.75	--
Income-Qualifying Reduced*	$0.80	$25.00	$3.75	--
Senior (65+), People with Disabilities	$0.85	$25.00	$3.75	--
Student (K-12)	$1.25	--	$3.75	$35-$50^
UW-Eau Claire Students and Faculty	FREE	--	--	--
CVTC Student	--	--	--	$100-$140^
ADA Paratransit	$3.50	--	--	--

*Cash and monthly passes were reduced from $1.50 and $45, respectively, in November 2020
^Unlimited ride semester and summer passes

Fleet

Summarized in Table 2, the ECT revenue fleet consists of 22 heavy duty buses that are used for fixed route service. Sixteen of the 22 heavy duty buses are operated in peak service. Two of 22 buses were purchased used from other public transit providers. The City does not own the vehicles that are used by Abby Vans to operate the ADA complementary paratransit service.

Table 2: Vehicle Fleet

Purchased New/Used	Quantity	Year	Age (Years)	Make/Model
Used	2	2004	15	Gillig 35' Low Floor
New	3	2002	17	Gillig 30' Low Floor
New	6	2002	17	Gillig 40' Low Floor
New	4	2011	8	Gillig 35' Low Floor
New	1	2011	8	Gillig 40' Low Floor
New	3	2013	6	New Flyer 35' Hybrid
New	2	2019	<1	Gillig 35' Hybrid
New	1	2019	<1	Gillig 35' Low Floor
Total (Average)	**22**		**(11)**	

Facilities

Most fixed routes serve the Transfer Center, which features a sheltered waiting area with benches, heaters, maps and route information. Constructed as a temporary structure in 1985, the facility is beyond its useful life and in need of replacement. In 2018, ECT was awarded a federal Transportation Investment Generating Economic Recovery (TIGER) grant to construct a new multi-use Transfer Center on the same site in downtown Eau Claire. The facility is expected to open in late 2021.

Existing Transfer Center in downtown Eau Claire

Rendering of the proposed Transfer Center in downtown Eau Claire

Transit Goals and Objectives

At the beginning of the TDP update, ECT staff and stakeholders developed a list of values, goals, and objectives to guide transit service in the Eau Claire region in the coming years. Shown in Table 3, the goals and objectives inform the development of service design and performance policies, and the prioritization and implementation of service improvements, strategies, and partnerships.

Table 3: Values, Goals, and Objectives

Value	Goal	Objective
Growth	Develop strategies to attract new customers while continuing to meet the needs of those already using the service	Provide safe and reliable service that meets the needs of existing customers, especially those who are transit-dependent
		Make transit more convenient and easier to use by increasing frequency and reducing travel time
		Promote use of the service throughout the community
		Regularly engage partners, customers, and the public to adapt to evolving community needs and preferences
Safety	Provide a safe and secure service, with a focus on professionalism and customer service	Operate service that is safe for staff, customers, and the general public, whether aboard a transit vehicle, waiting at a transit facility, or using the roadway
		Provide a variety of services in a polite, respectful, and inviting manner in order to meet the community expectations
		Design and maintain transit facilities that are visible, identifiable, and integrate with other uses to promote safety and activity throughout the day
Access	Enable all residents to participate in community and live healthy, fulfilling lives	Promote community health and wellbeing by serving medical and human service centers, government service buildings, public schools, and community centers
		Enhance access to the region's employment and educational opportunities by serving major employers and job centers, institutes of higher education, trade schools, and workforce development centers
		Provide transit service during most hours of the day and week to enhance convenience and enable various trip purposes
Sustainability	Increase transit mode share to decrease transportation emissions in the community and meet climate goals	Develop transit service that enables travel times comparable to those possible with an automobile
		Make transit easy to use by providing convenient trip planning and fare payment resources
		Seek opportunities to partner with and connect to bicycle and pedestrian programs and infrastructure
		Implement transit advantages in areas of greater traffic congestion
Effectiveness	Provide reliable and convenient transit service	Allocate resources during times of greatest need, while ensuring service options in the evening and on weekends
		Reduce travel times by making routes more direct and minimizing service to areas with consistently low demand
		Invest in technology that enables more reliable, faster, and more convenient service
		Design and operate service that is predictable, runs on time, and meets customer expectations under reasonable conditions.
		Design fixed routes to avoid overlapping service areas, while maintaining transfer opportunities and connection to the larger transit network

Value	Goal	Objective
Efficiency	Ensure efficiency and fiscal responsibility while meeting community needs	Operate the transit division in the most efficient and economical manner possible
		Invest in service frequency on routes with highest demand to grow ridership and revenue
		Regularly monitor service to ensure service provided is appropriate given the observed demand
		Consider the elimination of service that does not meet established performance standards
		Implement innovative and creative strategies to fund, sustain, and improve services and programs
Connected	Work with partners to improve service delivery and plan for the future	Coordinate services with those of other public and private transportation providers to improve integration
		Regularly engage community partners to leverage assets, whether information, skills, networks, infrastructure, or fleet
		Work with public and private partners to promote transit-supportive land use policies and higher-density development

Route 5 at the downtown Transfer Center

Policy Guidance

In addition to values, goals, and objectives developed by ECT staff and stakeholders, transit service in the Eau Claire region is informed by preceding policies and plans. Table 4 lists plans for ECT, the Cities of Eau Claire and Altoona, and the Chippewa-Eau Claire region that are relevant to this TDP update.

Table 4: Guiding Plans that Inform the Transit Development Plan

Policy Document	Description	Themes & Connection to Transit
Eau Claire Transit 2014 Transit Development Plan	This plan describes the Eau Claire Transit system, its history, and national trends affecting transit; analyzes the system's performance and compares it to similar transit systems; addresses stakeholder input; and outlines recommendations to improve system performance within its budgetary and other constraints.	Though Eau Claire Transit outperformed its peers on several performance measures, and feedback indicated that it serves the student population very well, the public identified a desire for faster, more frequent transit to better meet the needs of transit-reliant people, commuters and visitors.
Eau Claire Transit 2015 Strategic Plan	The Eau Claire Transit Strategic Plan documents demographic trends in Eau Claire and the growing need for municipal services; assesses the system's strengths and weaknesses; establishes the vision and mission for the agency; and identifies the five key needs for the agency and strategies to meet these needs.	The primary issues identified in the strategic plan are budgetary constraints and negative attitudes toward and within the transit system. The plan identifies action steps and a timeline to achieve them to address these issues.
Eau Claire Transit 2016 Transit Center Site Selection Study	This study was conducted to identify the type of transit center facility desired by the Eau Claire community, feasible sites for the facility, and sources of funding for its construction. The study documents related plans, public input, the facilities used by peer systems, and the strengths and weaknesses of potential transit center sites. It does not recommend a site for the transit center.	The study guided the selection of a site for a new transit center, which is currently being planned to replace the aging structure that is currently used as the transit center.
City of Eau Claire 2015 Comprehensive Plan	The comprehensive plan guides the growth of Eau Claire, covering a range of topics including transportation and land use. The plan calls for a safe, efficient transportation system that provides a variety of mode choices, including an improved local bus system that is attractive to people who are transit-reliant and those who have a choice in travel mode and pedestrian and bicycle improvements that support transit ridership. The plan also calls for more intensive, transit-oriented land uses.	The comprehensive plan places an emphasis on improving the transit network by upgrading bus service and allowing for the mix of land uses needed to support high-quality transit.
City of Altoona 2009 Comprehensive Plan	The comprehensive plan guides the growth of Altoona. The transportation chapter calls for a safe, efficient, multimodal transportation network that meets the needs of diverse groups of users by incorporating pedestrian and bicycle planning in other projects and coordinating with other cities to manage and maintain the transportation network.	Safe, comfortable and connected pedestrian and bicycle facilities are critical to a complete transportation network that serves transit users, pedestrians, bicyclists and all other road users.
Chippewa-Eau Claire Metropolitan Planning Area 2045 Long Range Transportation Plan	The Long Range Transportation Plan establishes strategies to develop a safe, efficient, and balanced multimodal transportation that supports community and economic development in the Eau Claire region.	The plan identifies cost-neutral priority transit improvements as well as improvements desired in an increased revenue scenario.

Passengers boarding buses at the downtown Transfer Center

PART 2: EXISTING CONDITIONS + NEEDS ASSESSMENT

Market and Needs

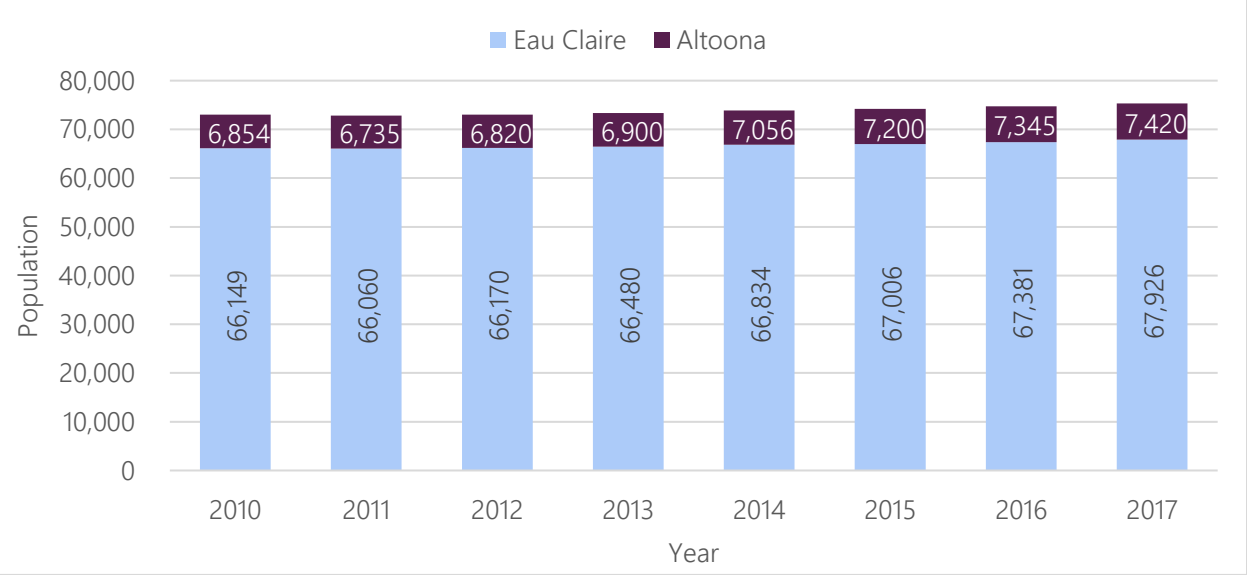
Analyzing trends and patterns in the Eau Claire region is a critical task in assessing the community's transportation needs. The following section uses socioeconomic data to develop a baseline understanding of community demographics. Cumulatively, this information is used to:

- identify locations that can potentially generate the highest levels of transit usage;
- areas to which transit services should be expanded or introduced; and
- inform what type(s) of transit service is best suited for an area.

Regional Change

Over the past several years, Eau Claire has experienced record amounts of development, a renewed interest in downtown, and modest population growth. Between 2010 and 2017, the combined Eau Claire-Altoona population grew by about 2,350 people (3 percent), according to Wisconsin Department of Administration estimates (Figure 2). Altoona added less than 600 residents in this time, but its population grew at three times the rate of Eau Claire – 8.3 percent compared to 2.7 percent.

Figure 2: Population by City, 2010-2017



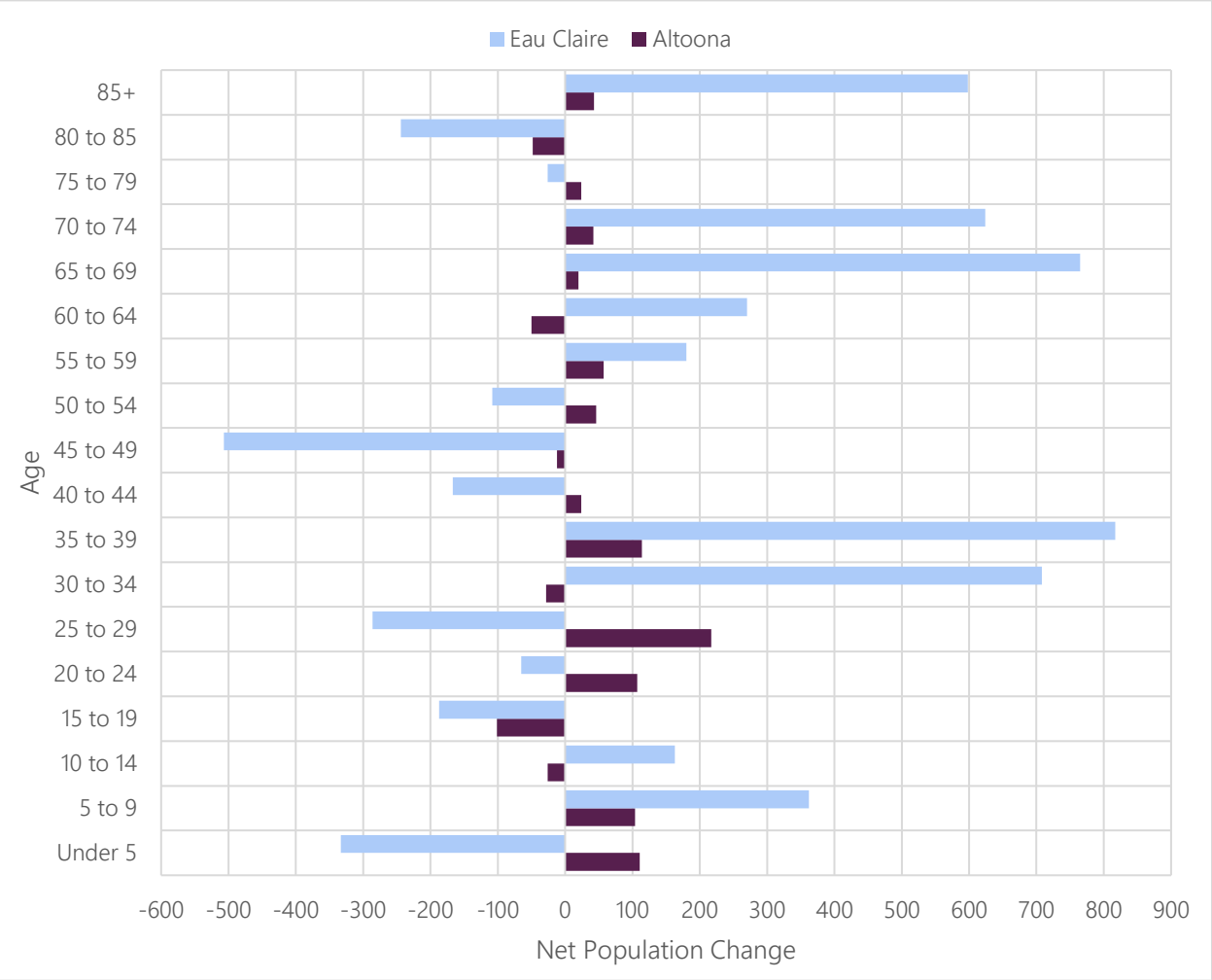
Source: Wisconsin Department of Administration.

Since 2010, Eau Claire's population has gotten older, while Altoona's has gotten younger. Eau Claire is now home to a greater number of older adults (age 65 and over), while Altoona has more teenagers and young adults (ages 15 to 29) than in 2010.

According to the U.S. Census Bureau, the median age of Eau Claire residents increased 5 percent, from 29.8 years old in 2010 to 31.4 years old in 2017. Meanwhile, the median age of Altoona residents decreased 4 percent, from 37.4 years old to 35.9 years old. Figure 3 shows this pattern in greater detail.

Between 2010 and 2017, the number of people ages 65 and over living in Eau Claire increased by 1,717 (24 percent); in Altoona, this age cohort increased by 8 percent (Figure 3). Moreover, while Eau Claire's population ages 15 to 29 decreased by 538 (2 percent), the age cohort in Altoona grew by 17 percent.

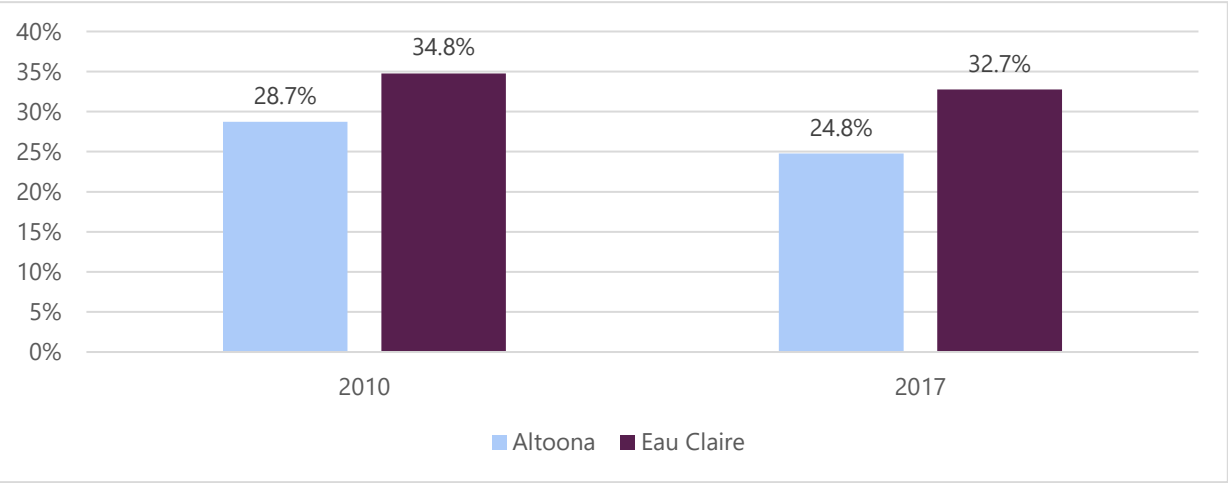
Figure 3: Change in Population by Age Cohort by City, 2010-2017



Source: U.S. Census Bureau 2010 Decennial Census; 2013-2017 American Community Survey Five-Year Estimates.

The number of people experiencing poverty (or nearly experiencing it) in Eau Claire and Altoona has remained relatively flat in recent years. Additionally, the percent of population with household income below 185 percent of the federal poverty threshold decreased by a few percentage points in both cities between 2010 and 2017 (Figure 4).

Figure 4: Percent Population with Income Below 185 Percent of the Federal Poverty Level



While demographic data show modest changes in recent years, a significant amount of development has occurred in Eau Claire, particularly in downtown, the Randall Park and Third Ward neighborhoods, and the broader Oakwood Mall area around US 53 south of Clairemont Ave (US 12) in in southeast Eau Claire. Between 2015 and 2018, 687 multi-family building housing units were built in Eau Claire, representing nearly 70 percent of all housing units constructed.[1]

Activity Patterns

Several factors are often correlated with and suggest the need for public transit service. Among the most important are population and employment density. Measures of daily activity, including population and employment density, suggest locations where people commonly travel.

Downtown Eau Claire, the UW-Eau Claire campus, Randall Park neighborhood, and surrounding areas have the greatest population density in the region, as shown in Figure 5. There are also higher-density population clusters further from downtown Eau Claire, near the Chippewa Valley Regional Airport to the north, along Fairfax St. to the southeast, in the Upper Westside neighborhood, and near Devney Park in Altoona.

As seen in Figure 6, employment density in Eau Claire is greatest and most concentrated downtown, along Clairemont Avenue west of State Street, and along Hastings Way, US 53, and WI 93 on the southside. Moreover, there are individual blocks with higher employment density spread across the west and north sides.

Figure 7 displays combined residential and employment densities projected on the same map to represent a singular measure of activity. The darkest (most purple) areas represent those with the greatest activity; in the ECT service area, this includes the area near Marshfield Medical Center, along Water Street, and parts

[1] City of Eau Claire 2018 Development Map and Report, available at https://www.eauclairewi.gov/home/showdocument?id=28065.

of downtown. In terms of coverage, the current fixed route network serves most of the highest-activity areas.

Figure 5: Population Density

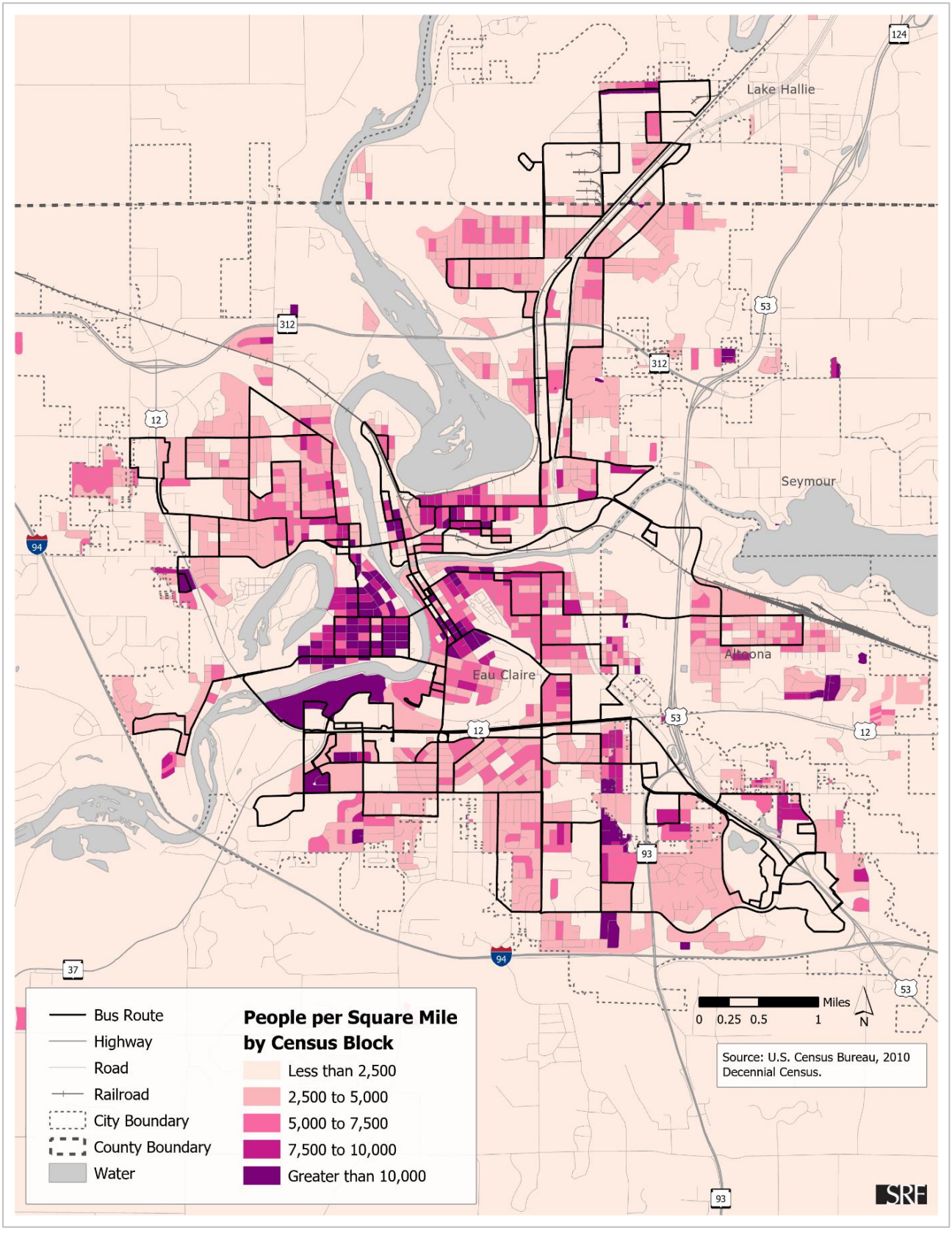
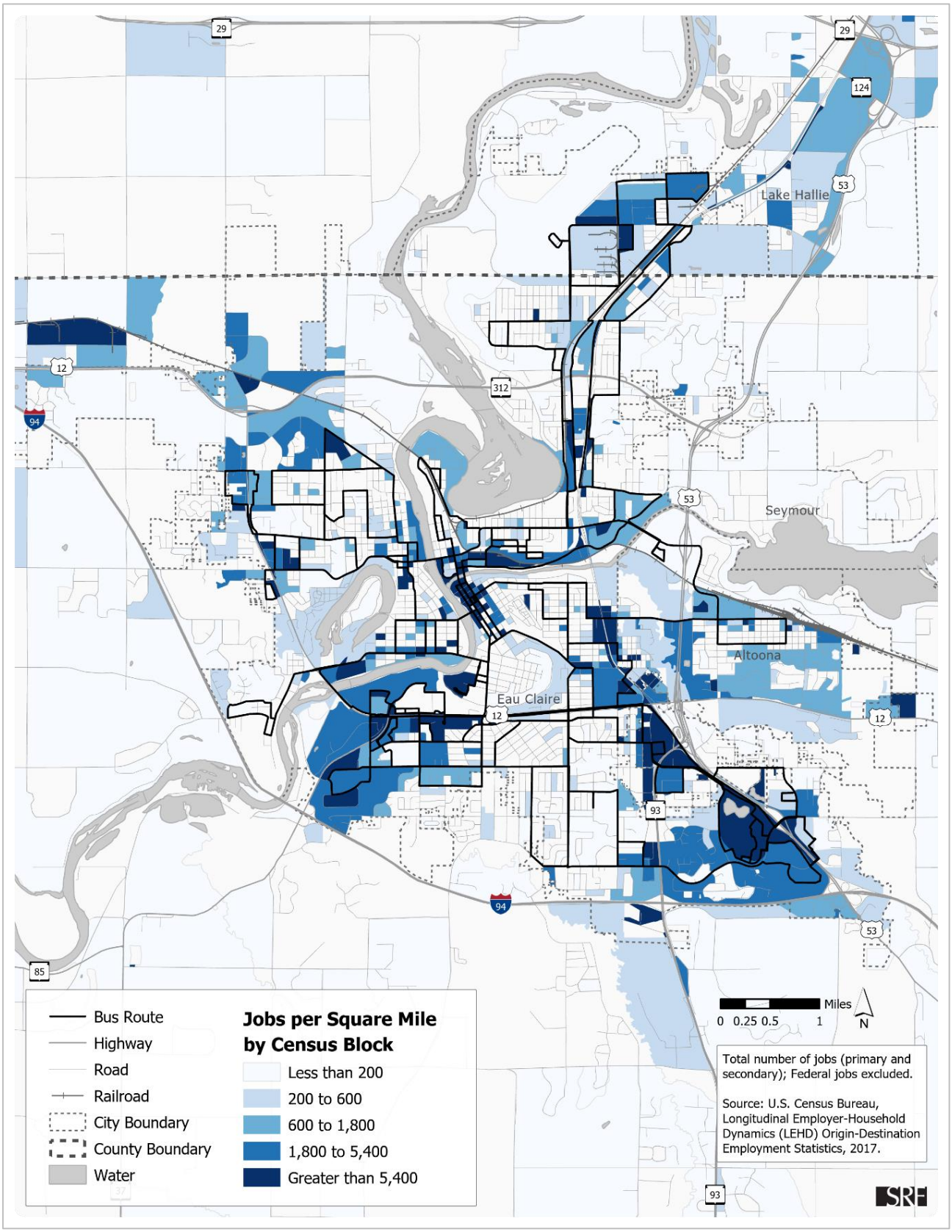
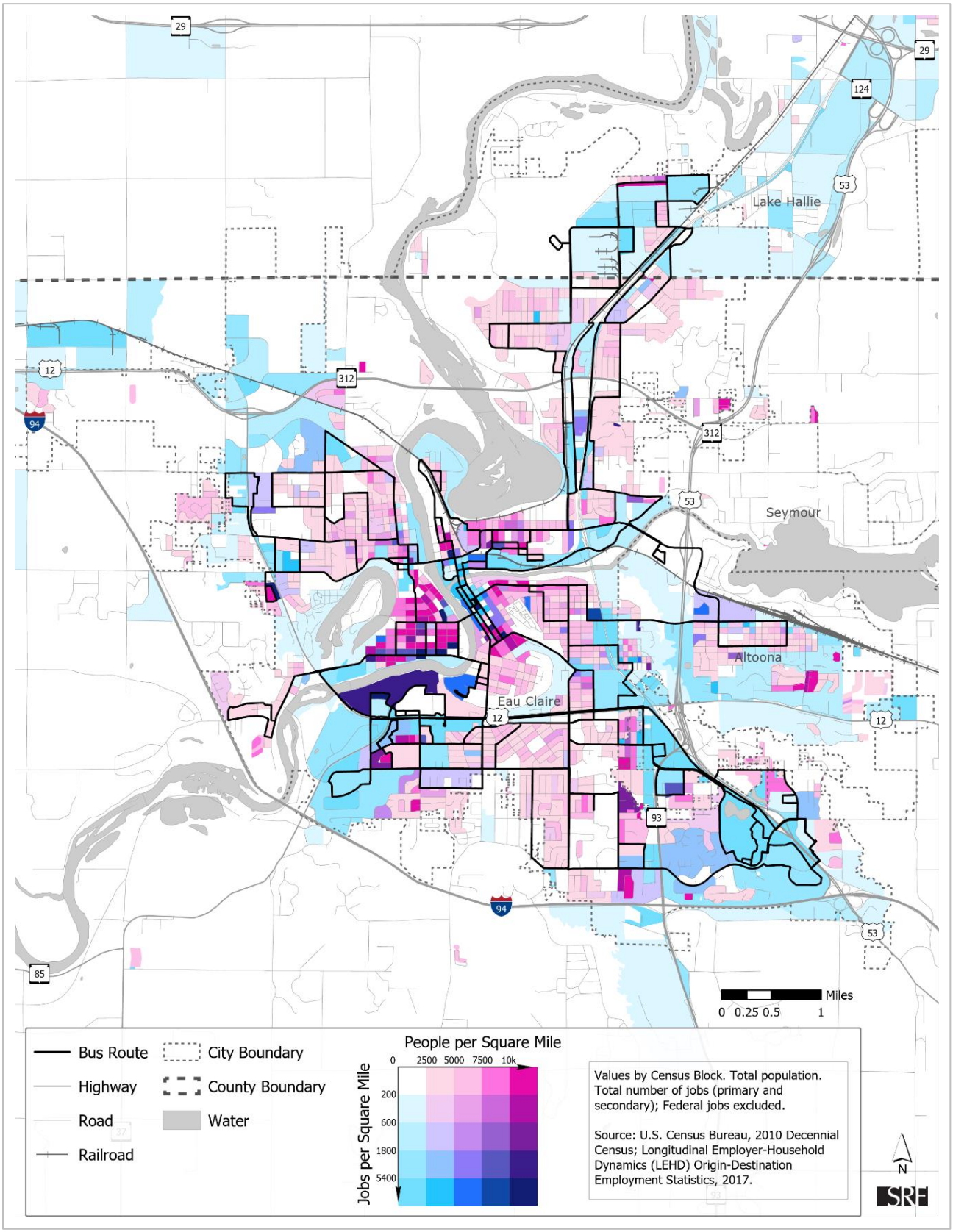


Figure 6: Employment Density



Notes: Jobs data exclude Federal workers. Place of work is defined by the physical or mailing address reported by employers in the Quarterly Census of Employment and Wages (QCEW) or Multiple Worksite Reports. An address from administrative data may or may or may not be the actual location that a worker reports to most often.

Figure 7: Population and Employment Density



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Employment Patterns

Figure 8 displays the number of jobs per block, regardless of area. Blocks with the greatest number of jobs (1,000 or more) are located downtown; near the UW-Eau Claire, CVTC, and Marshfield Clinic campuses; and in southeast Eau Claire. Major employers outside of these areas include Mayo Clinic off 5th Avenue., the Gateway West and Gateway Northwest Business Parks, and Menards north of US 12 (just outside of Eau Claire city limits).

The distribution of jobs by monthly earnings is shown in Figure 9. The presence of low-wage jobs can indicate a propensity for transit ridership. Many of the jobs along Hastings Way, US 53, and WI 93 on the southside are low- and mid-wage jobs; as are those downtown, along Water Street, and in the US 12 corridor northwest of downtown. Most areas with high concentrations of low-wage jobs are served by an ECT route, except north of US 12.

Figure 8: Jobs

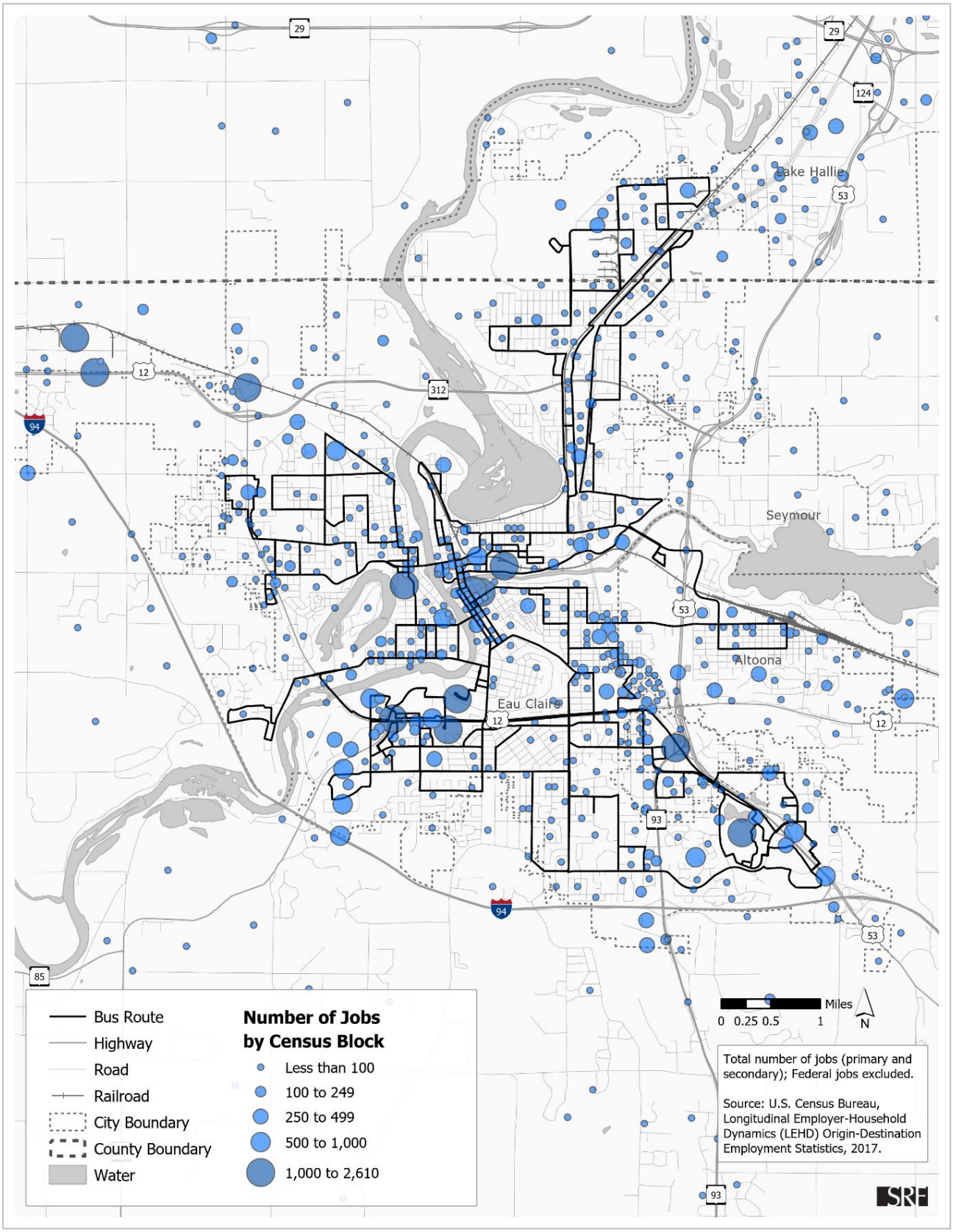

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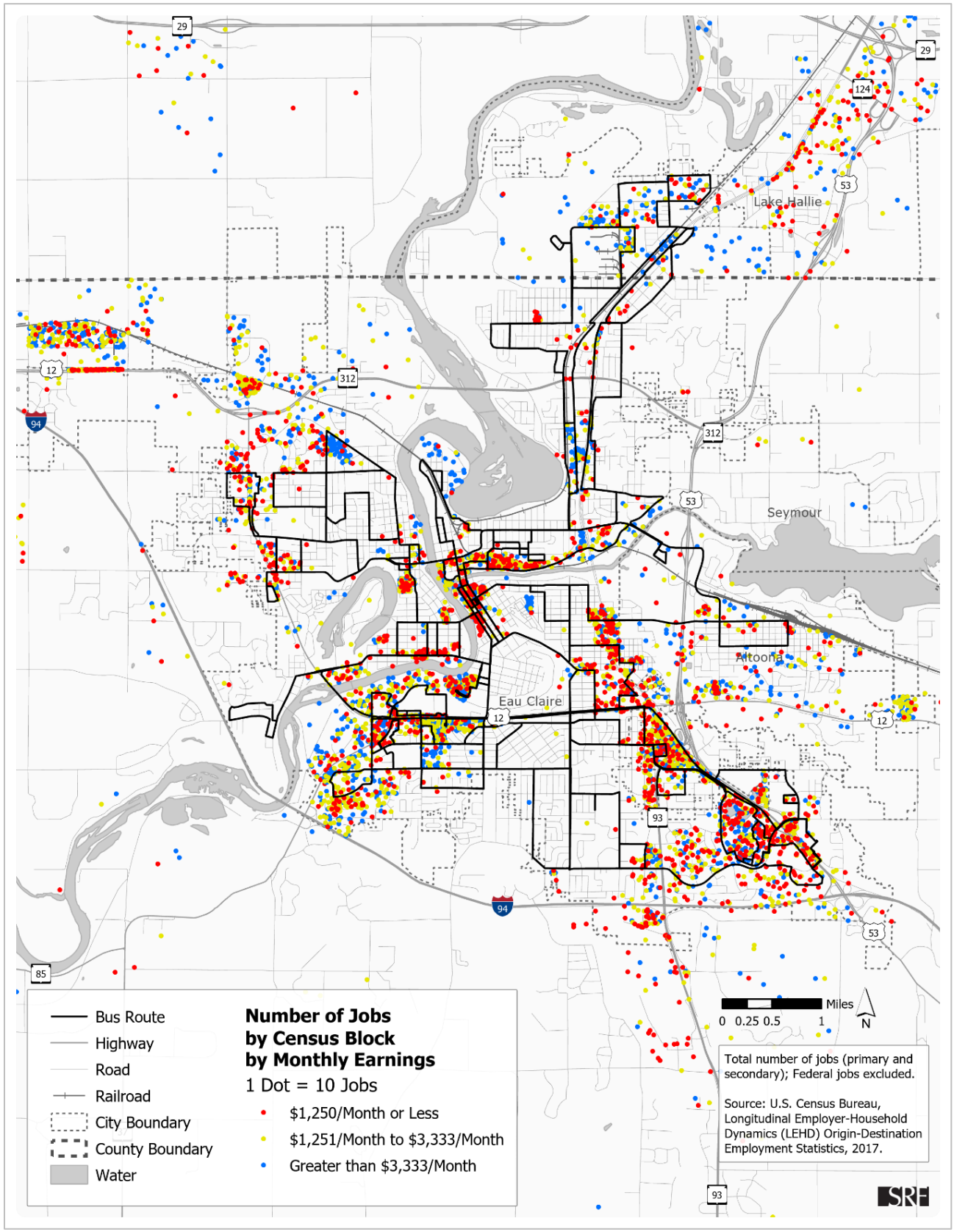
Figure 9: Jobs by Earnings



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Equity and Inclusion

Several demographic factors are often correlated with transit demand including income, vehicle ownership, and age. People with lower incomes are more likely to ride public transit, as are those whose households that do not own a vehicle. Single-parent households may also have a greater propensity to use transit in order to meet all household members' mobility needs. The age of residents can also a be predictor of transit use. Seniors and young adults often use transit at higher rates than other age groups, as they may be less able or willing to drive, lack the desire to do so, or don't have access to a vehicle. Additionally, it is critical to consider racial equity in the allocation of transit service, in keeping with City goals and federal Title VI requirements.

The subsequent pages include maps displaying spatial distribution of the following groups throughout the Eau Claire region:

- People of color
- Low-income people
- Households without a vehicle
- Single-parent households
- Seniors, ages 65 and over
- Young adults, ages 18 to 24
- Young adults, ages 25 to 29

The Eau Claire-Altoona area is predominantly white, with more than 90 percent of its population identifying as such. Populations of color are most concentrated in neighborhoods immediately northeast of downtown, neighborhoods around Memorial High School near US 12 (Clairemont Avenue) and US 53, the Mount Washington neighborhood east of I-94, and the center of Altoona, as shown in Figure 10.

The population with a low income, defined in this report as those with annual earnings less than 185 percent of the federal poverty level, is centered in downtown Eau Claire, on the UW-Eau Claire campus, and in adjacent neighborhoods, as shown in Figure 11. Neighborhoods further from the downtown core have significantly lower proportions of low-income residents.

The UW-Eau Claire campus and downtown Eau Claire have the highest proportion of households without a vehicle, as shown in Figure 12. Neighborhoods northwest of downtown and in the southeastern portion of the city also have relatively high proportions of households without a vehicle.

Figure 10: People of Color

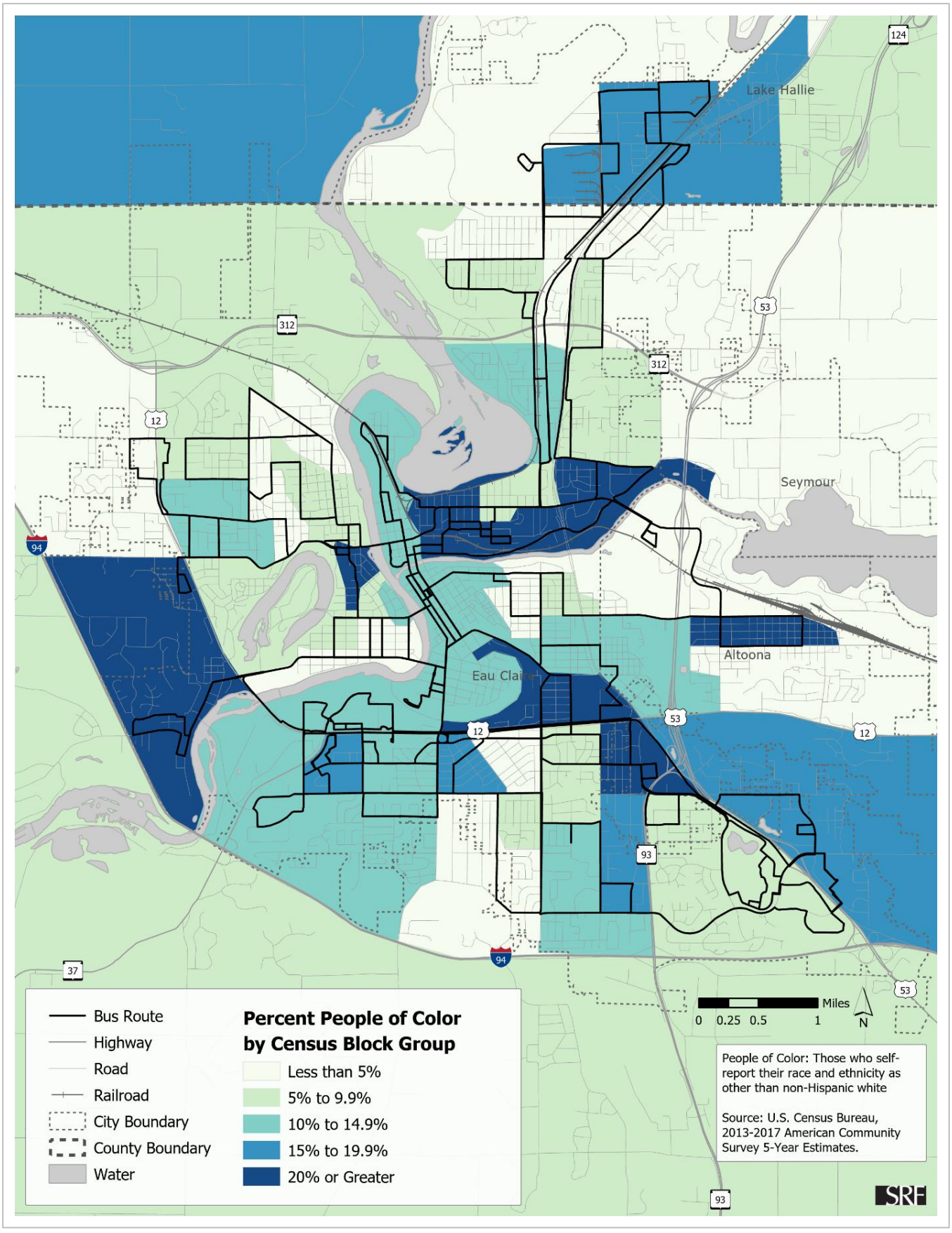


Figure 11: Low-Income People

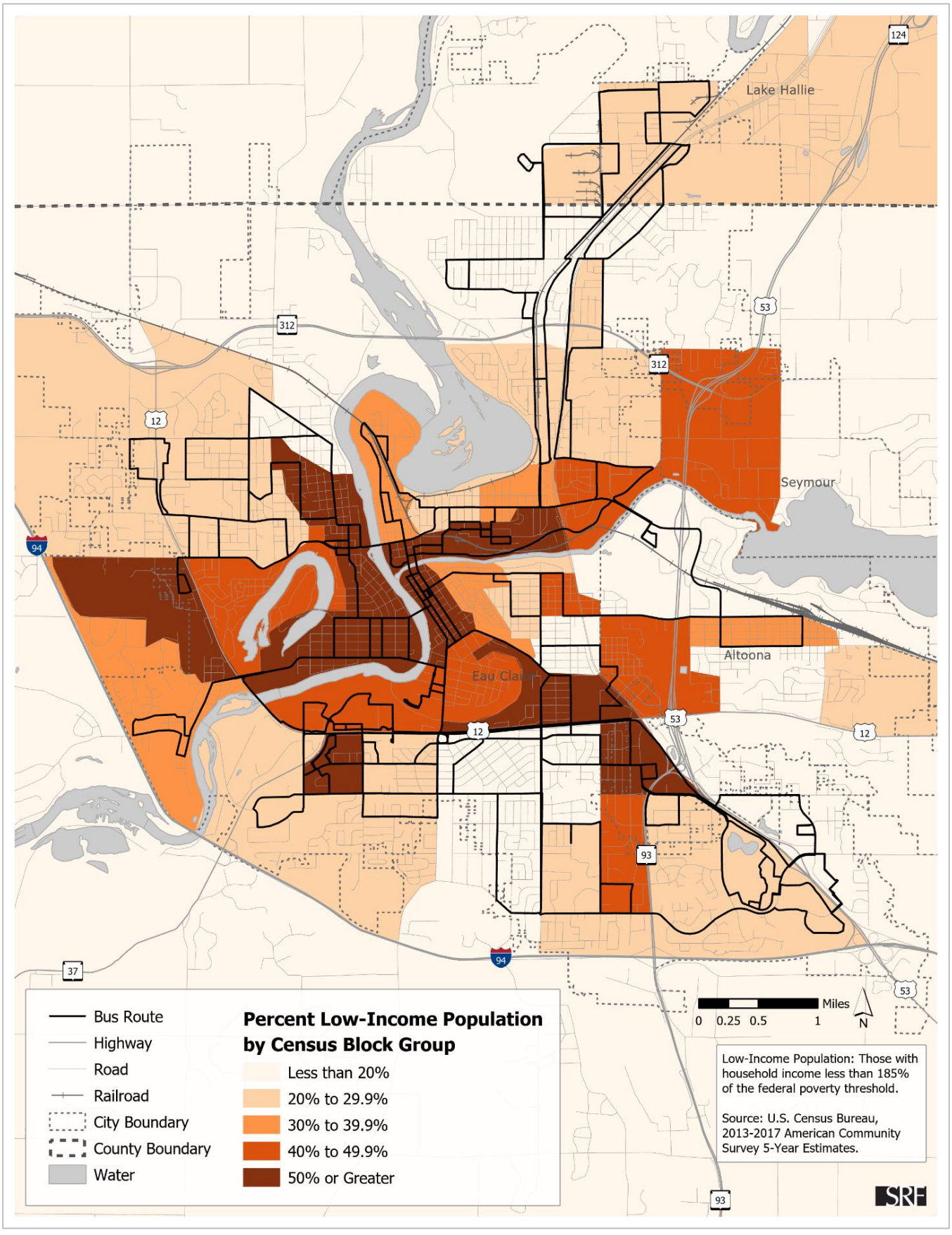
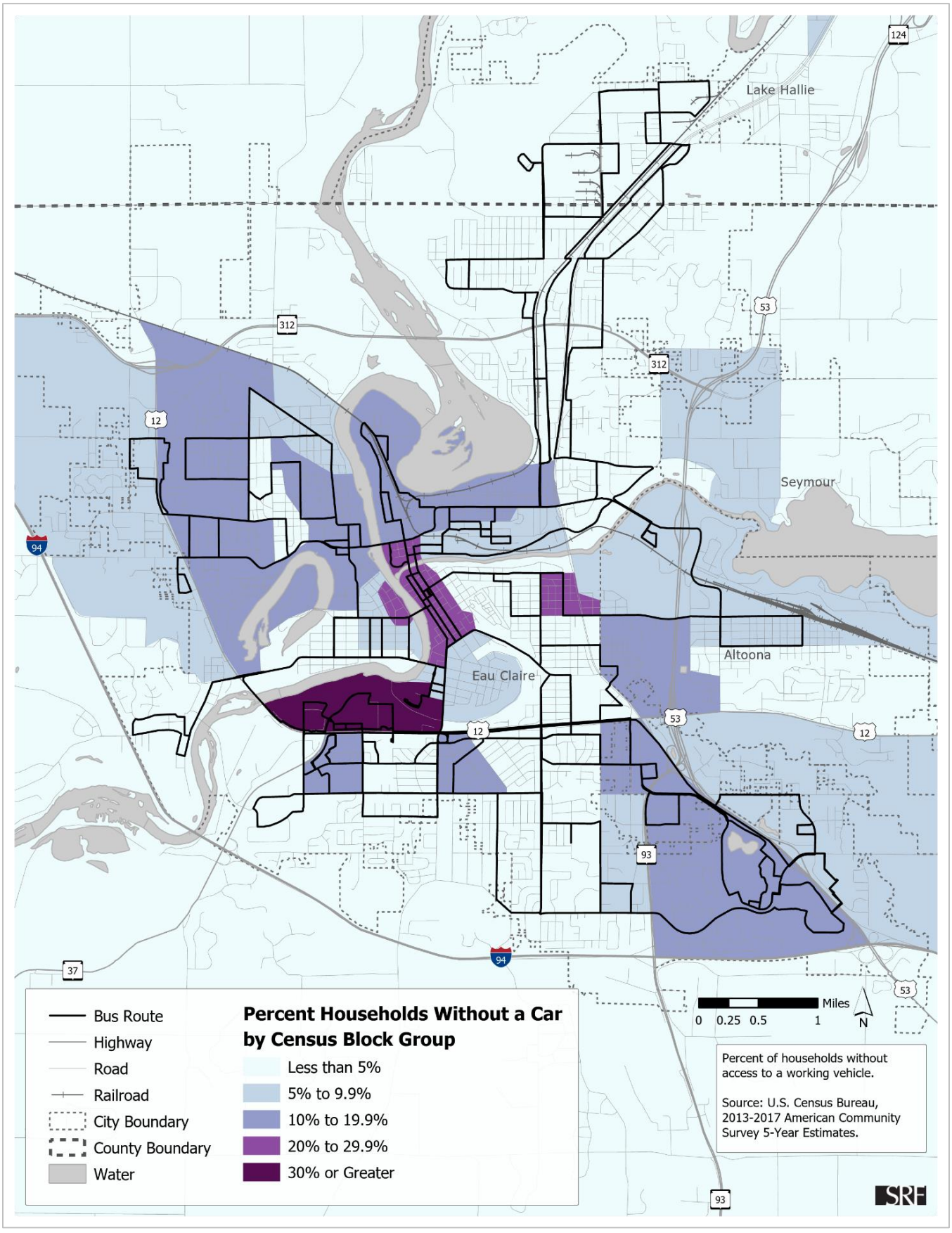


Figure 12: Households without a Vehicle



Single-parent households in Eau Claire are largely concentrated in peripheral parts of the community: primarily, near the WI 93/US 53 interchange in the southeast portion of the city and north of the Eau Claire River (Figure 13).

The senior population of Eau Claire is most prevalent in neighborhoods east and south of downtown and south of I-94, as shown in Figure 14.

Conversely, 18- to 24-year-olds comprise a disproportionate share of the population in downtown Eau Claire and around the UW-Eau Claire campus, as shown in Figure 15. The population of 25- to 29-year-olds is more uniformly distributed throughout Eau Claire and Altoona, as shown in Figure 16.

Figure 13: Single-Parent Households

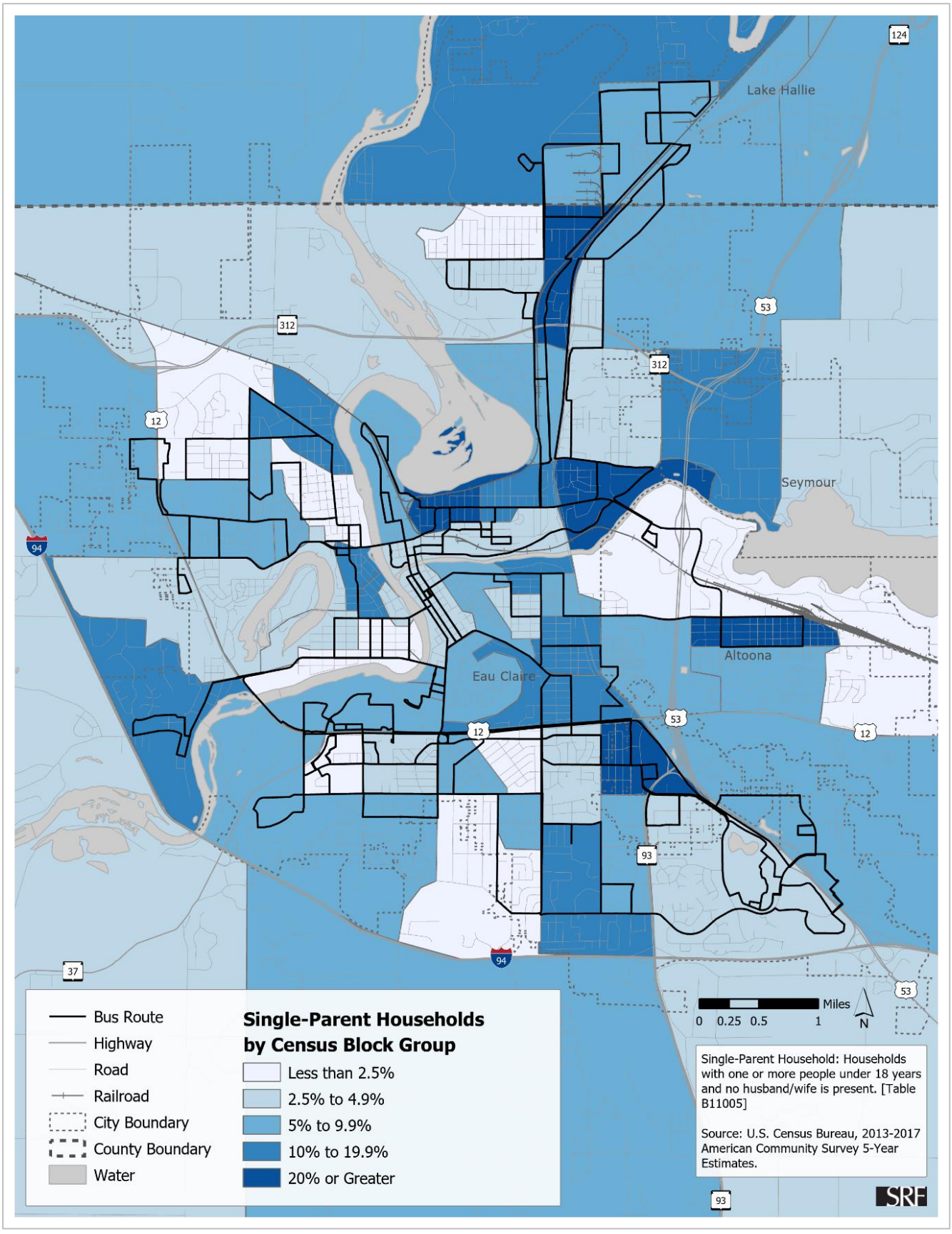


Figure 14: Senior Population

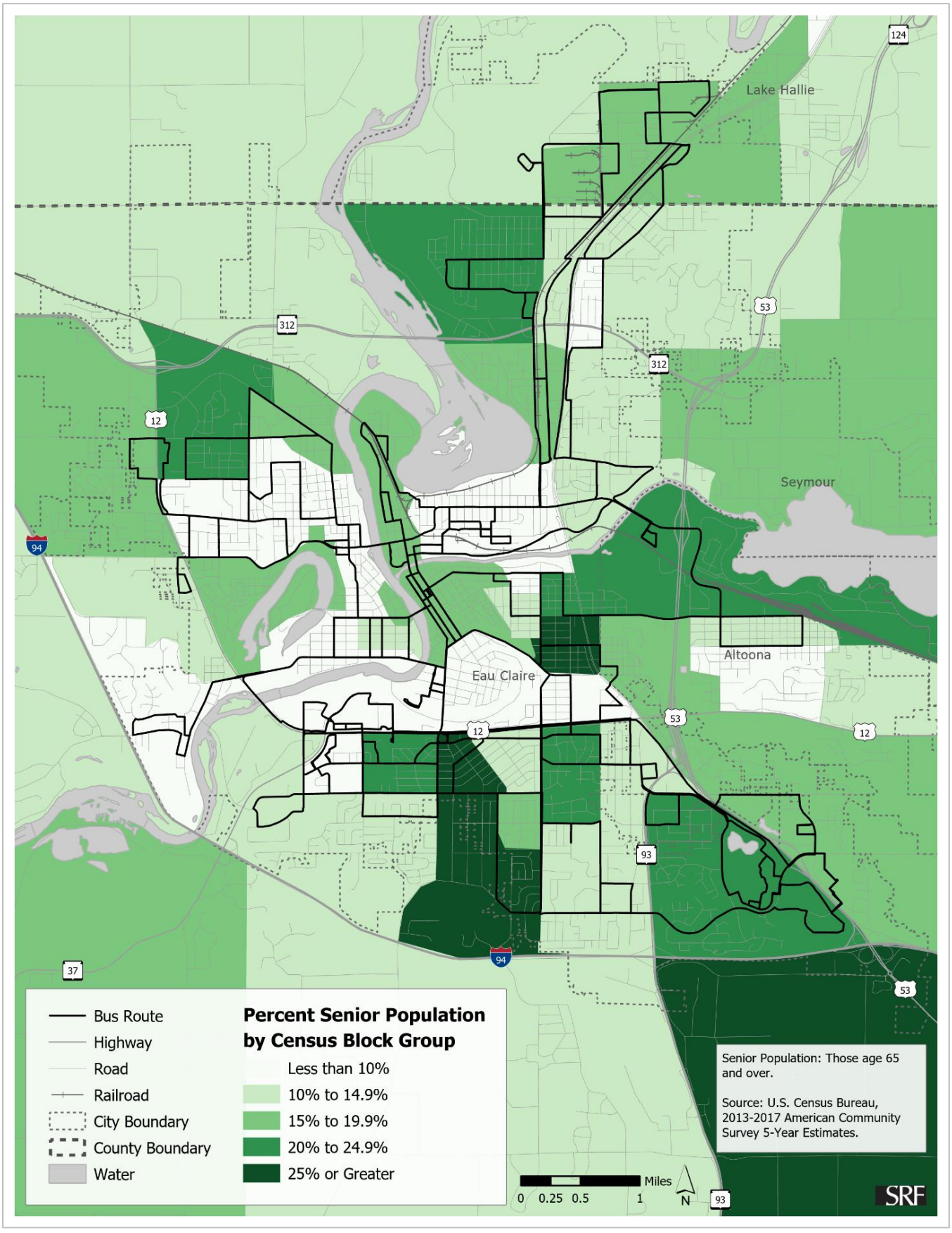


Figure 15: Young Adults: Ages 18-24

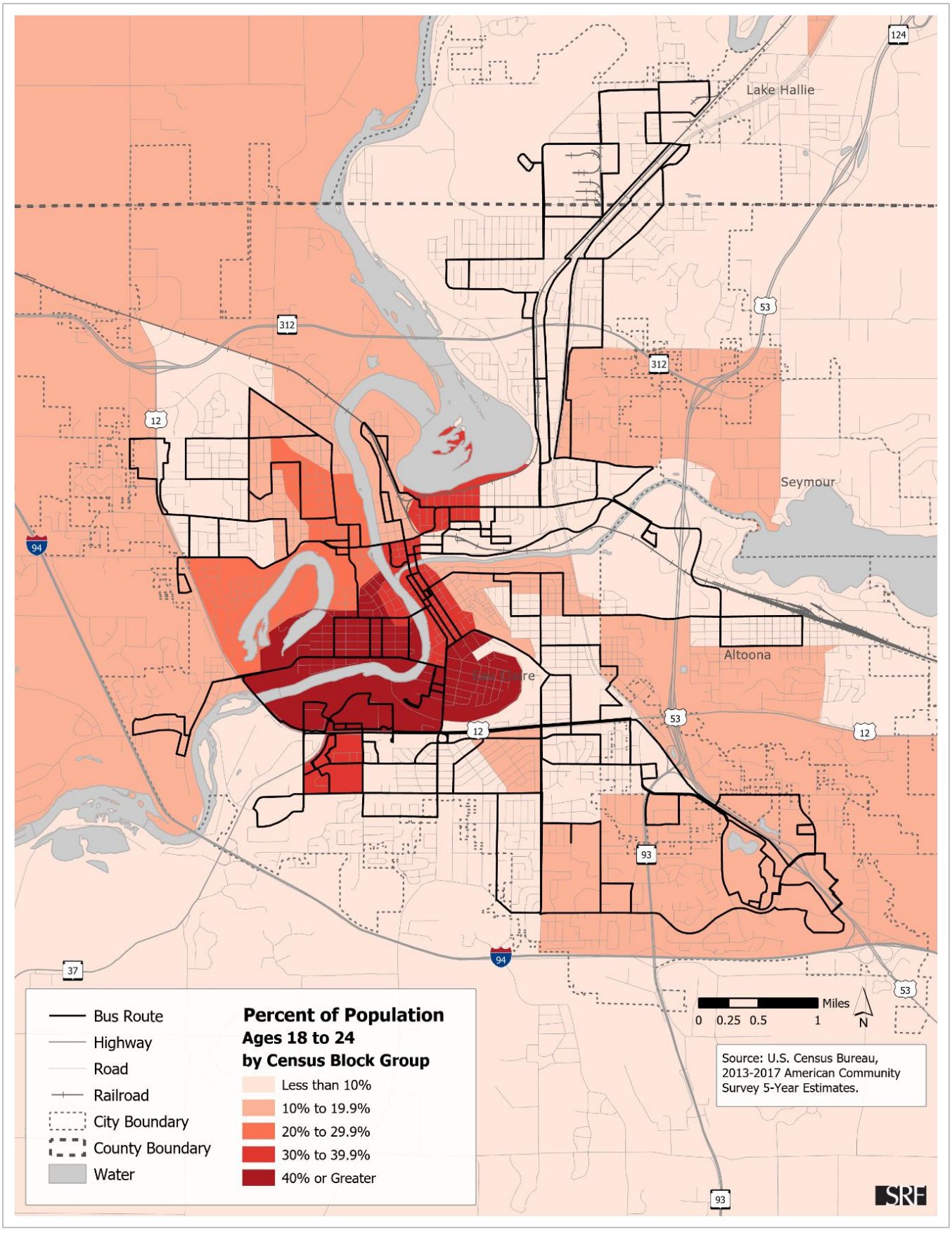
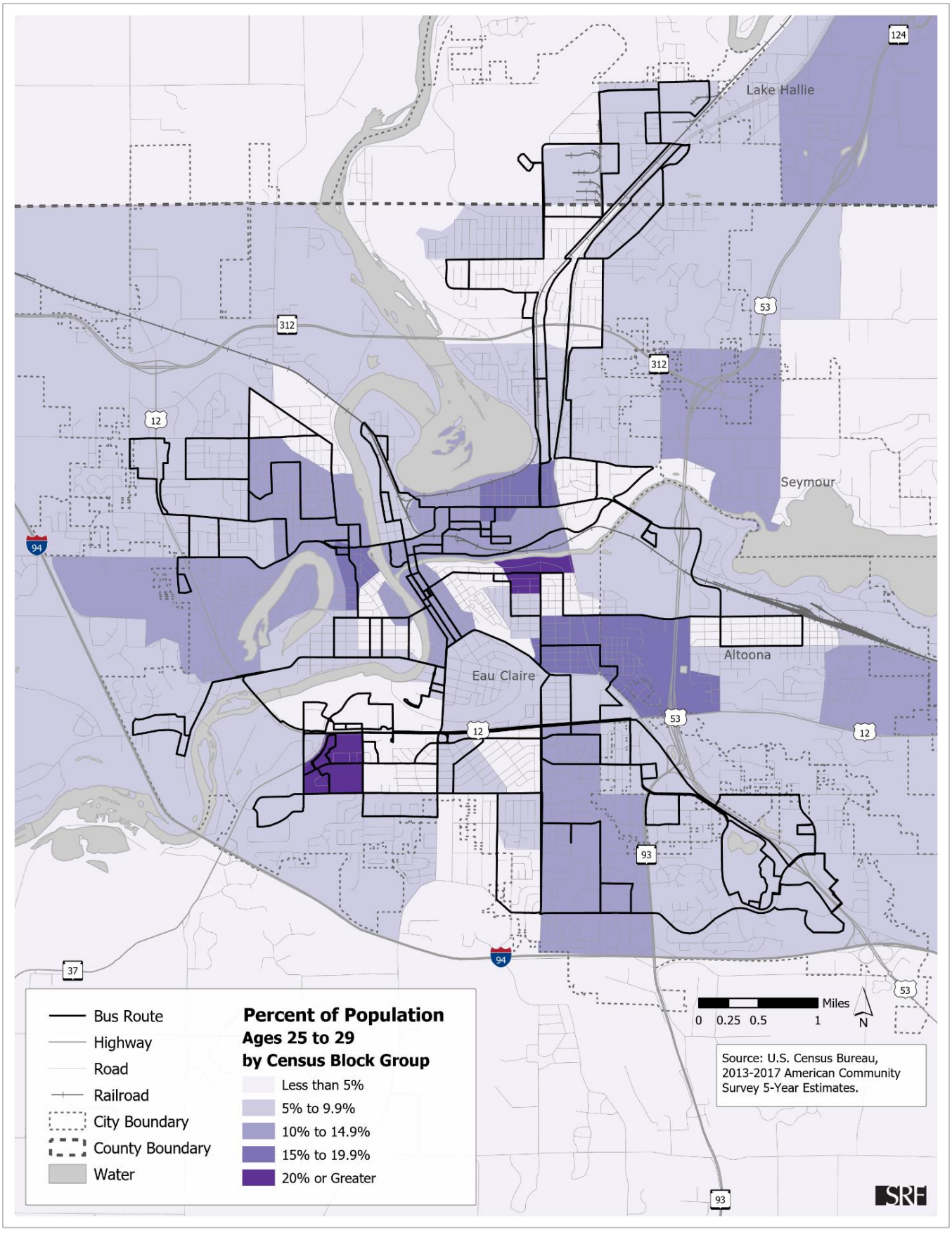


Figure 16: Young Adults: Ages 25-29



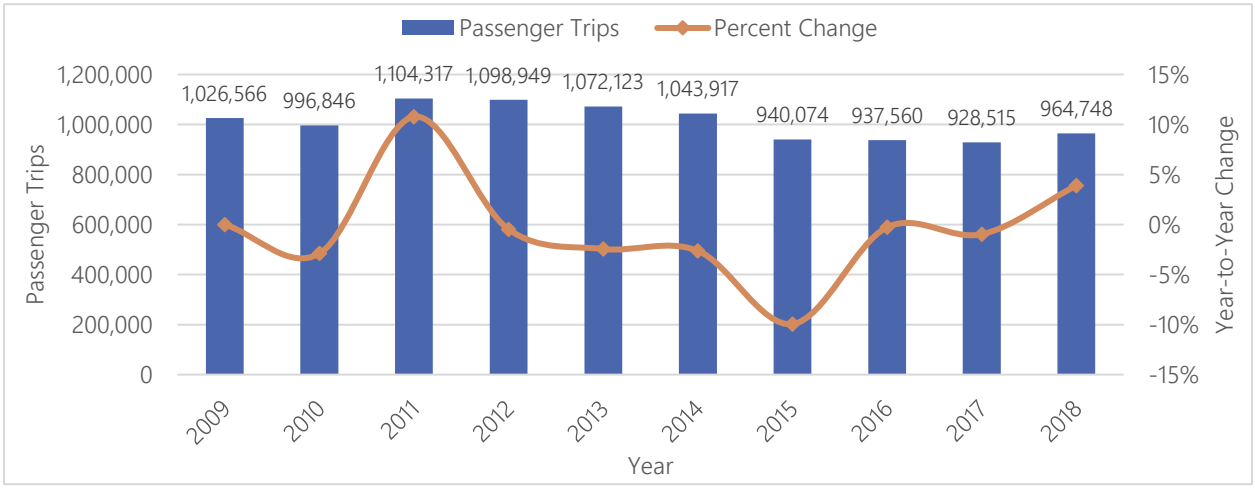
Existing Service Review

The following summarizes ECT's existing fixed route service and productivity at the system and route levels. See Appendix A for individual route profiles.

System-Wide Review

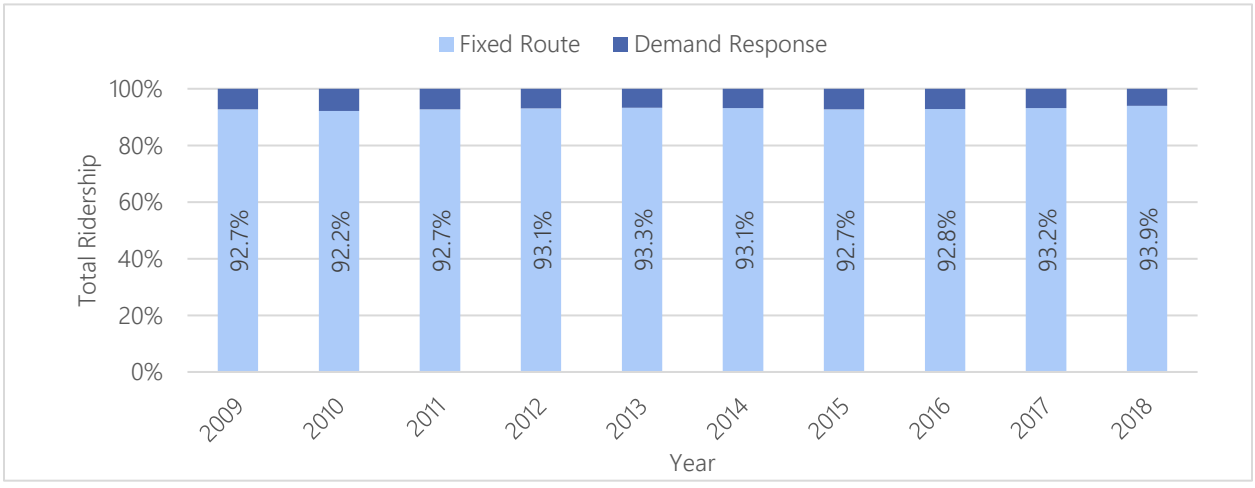
ECT provided nearly 965,000 rides in 2018 across its fixed route and demand response modes combined, its best performance since 2014 (Figure 17). Between 2009 and 2018, year-to-year changes in ridership swung between -10 and 11 percent, but ridership has been trending positively the last several years. Ridership increased four percent between 2017 and 2018. The percent of total ridership by mode remained steady over the ten-year period, with fixed route service accounting for 93 to 94 percent of total ridership annually (Figure 18).

Figure 17: Annual Ridership on All Modes, 2009-2018



Source: National Transit Database, 2009-2017.

Figure 18: Percent of Annual Ridership by Mode, 2009-2018



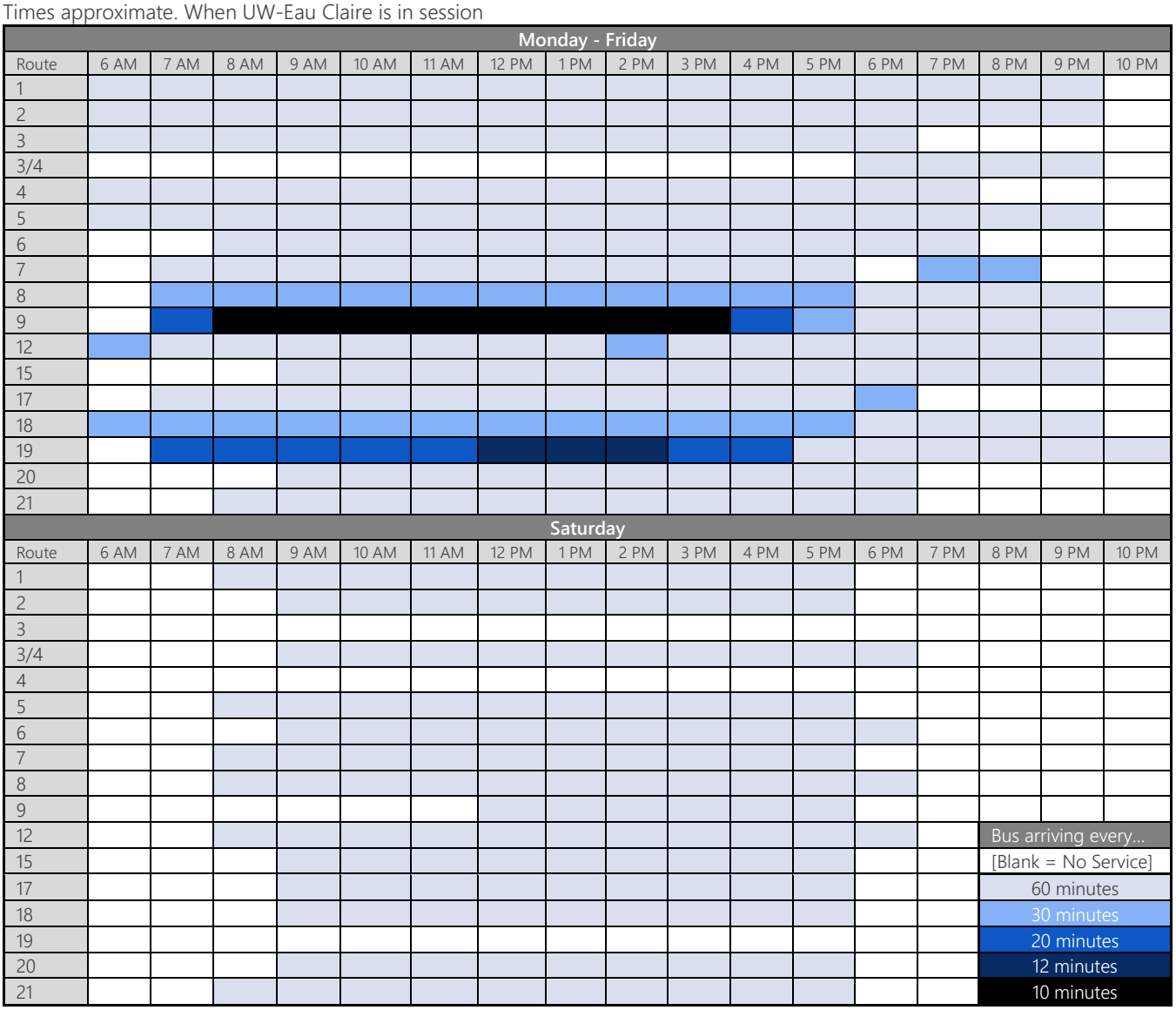
Source: National Transit Database, 2009-2017.

Distribution of Service

The availability of specific ECT fixed routes varies by time of day, day of week, and time of year. The approximate span and frequency of regular fixed routes (excluding Express) are shown in Figure 19. Moreover, "University" routes – 9 and 19 – only operate during the UW-Eau Claire academic year (September through May).

Figure 19: Service Hours and Frequency by Route

Times approximate. When UW-Eau Claire is in session



Portions of the ECT service area do not have service on weekday evenings and/or Saturdays, as shown in Figure 20 through Figure 22.

Figure 20: Existing Fixed Routes: Weekdays

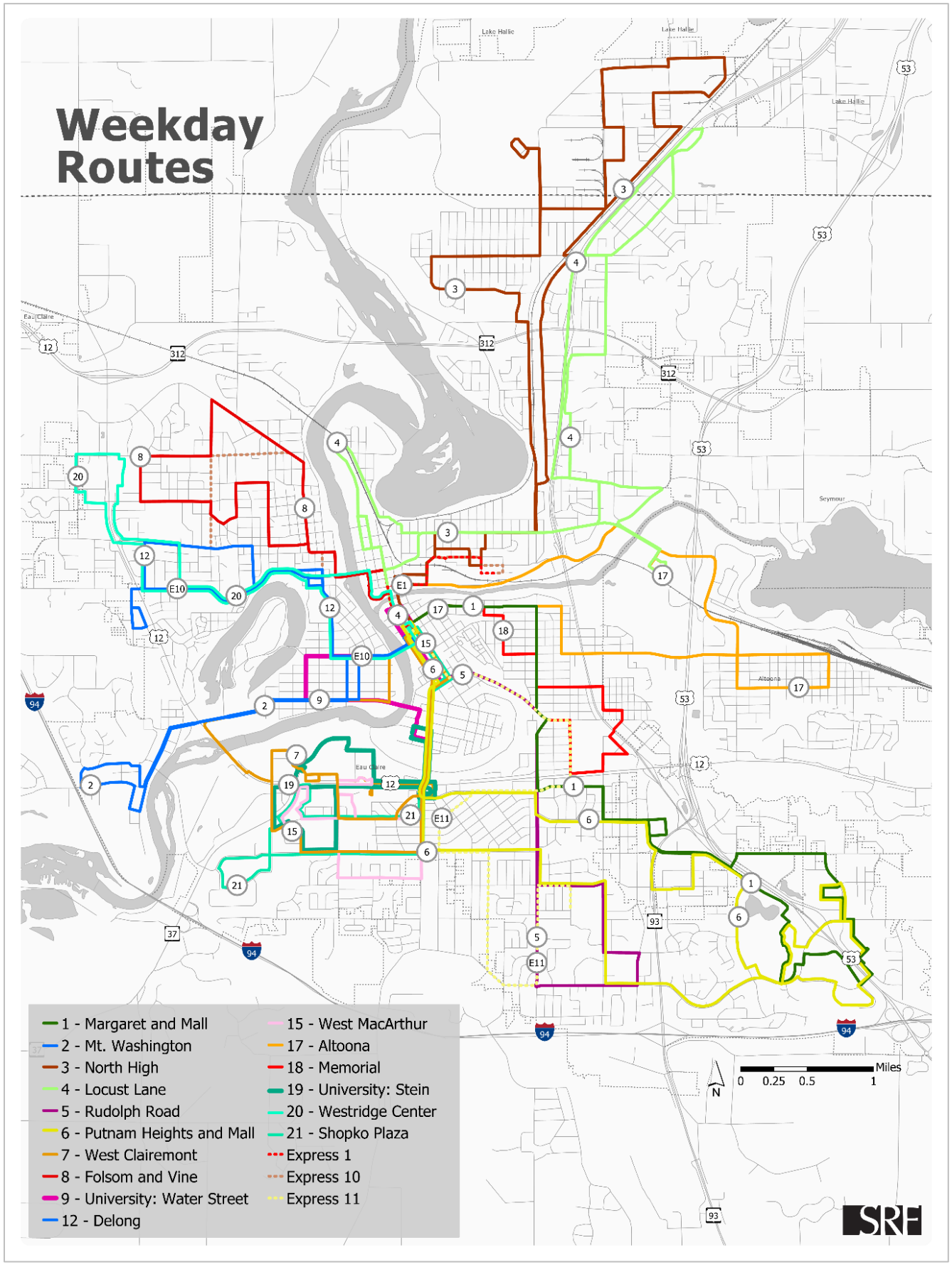


Figure 21: Existing Fixed Routes: Weekday Evenings

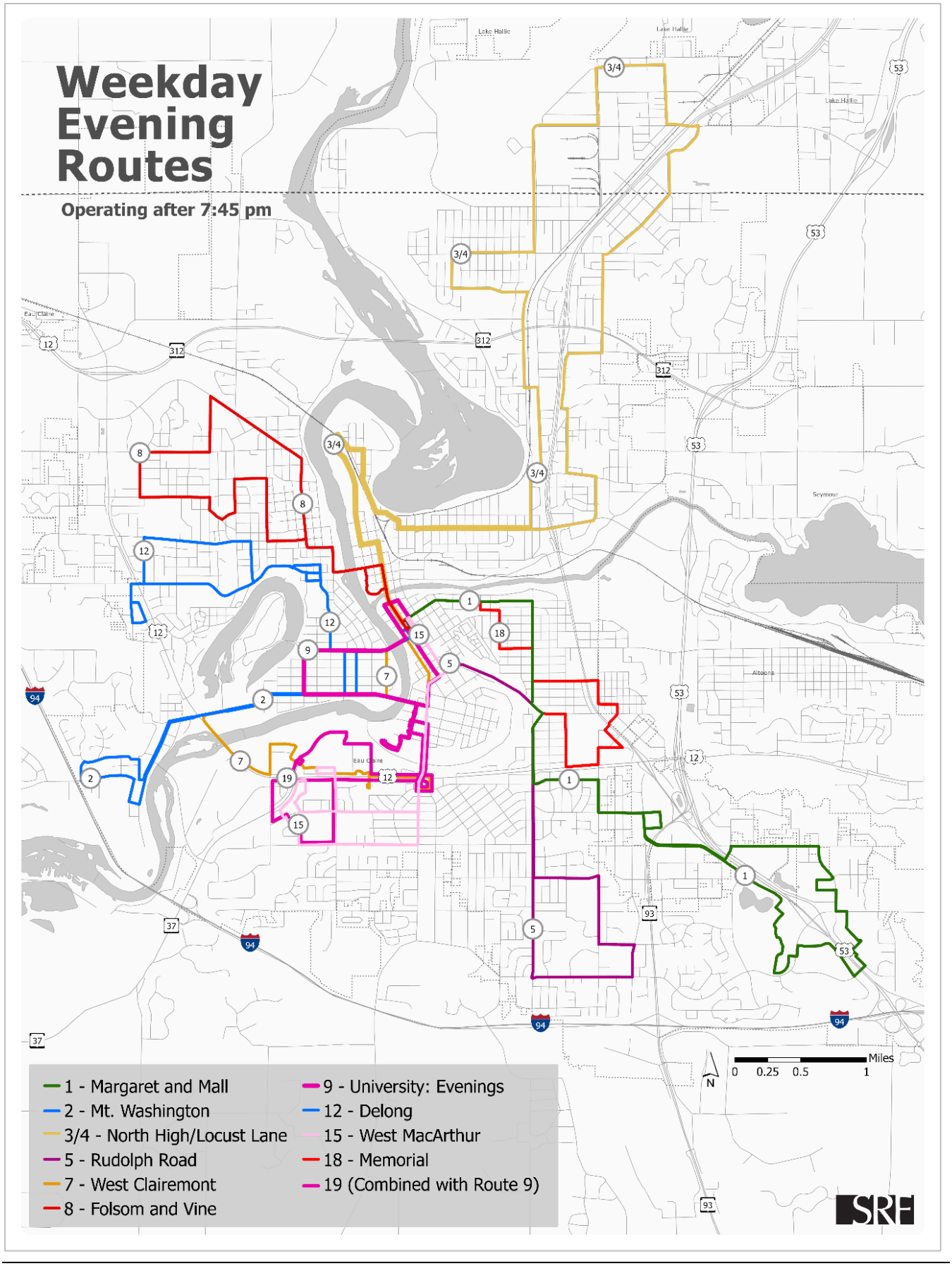
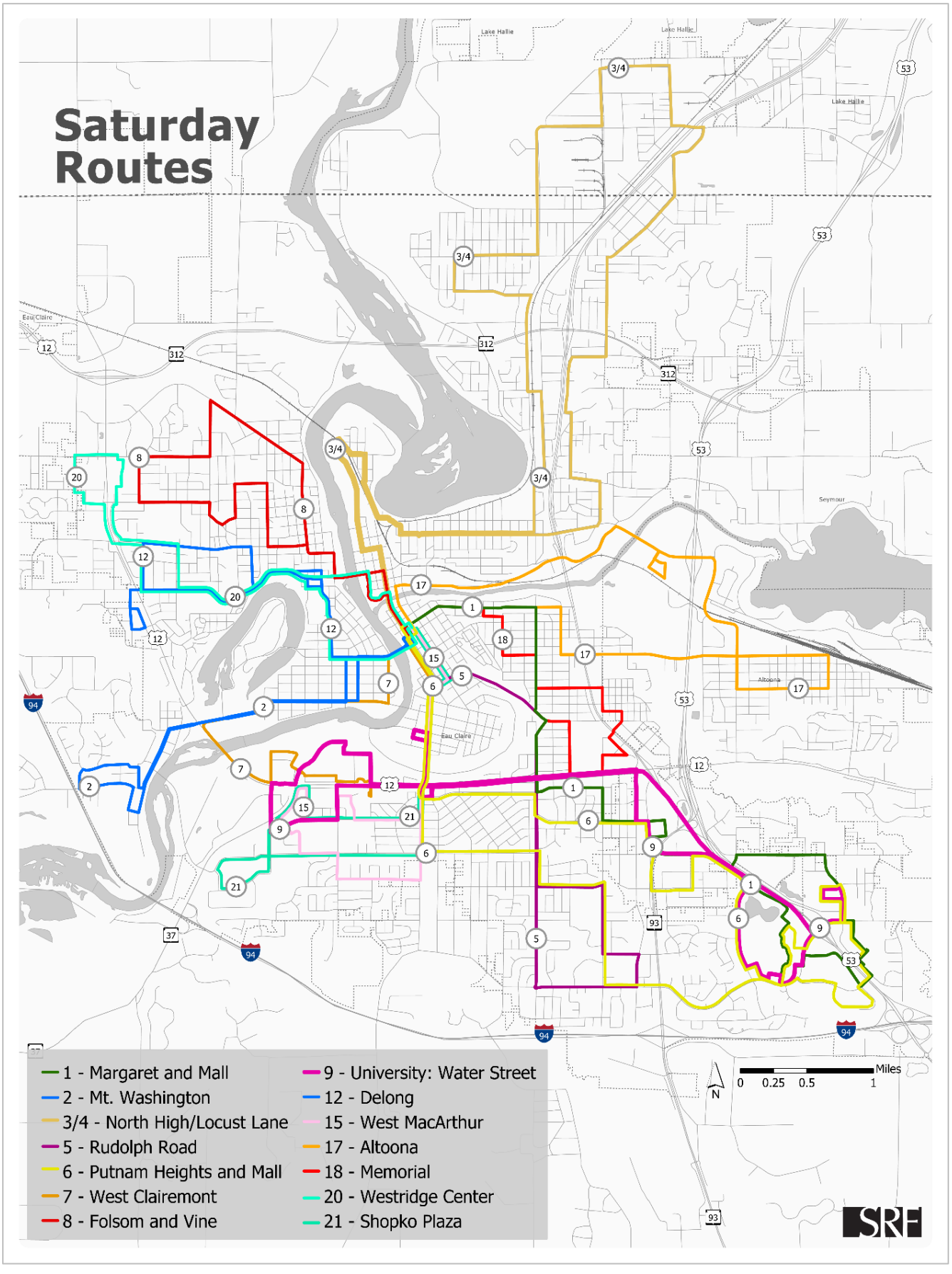


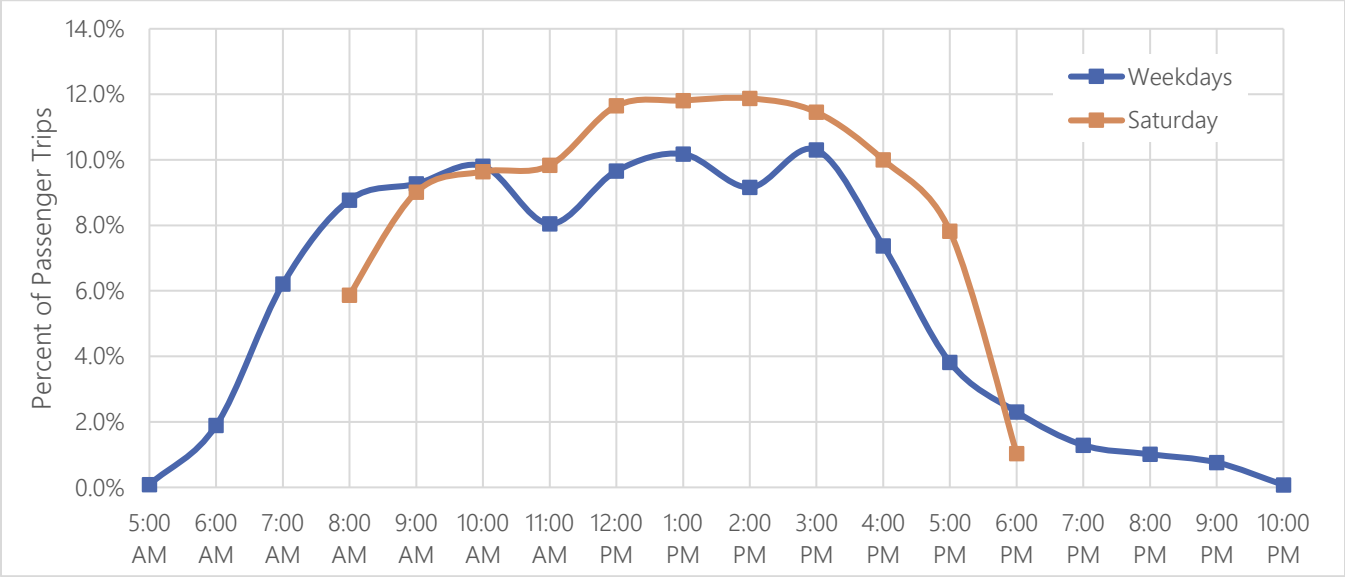
Figure 22: Existing Fixed Routes: Saturday



Ridership by Time of Day

Weekday ridership on ECT is greatest between 12:00 p.m. and 3:00 p.m. (Figure 23). Nearly 89 percent of weekday ridership is between 8:00 a.m. and 4:00 p.m. On Saturdays, ridership is greatest in the afternoon, from 12:00 to 3:00 p.m., but is relatively steady throughout the day. See Appendix A for route-by-route ridership by time of day.

Figure 23: Percent of Fixed Route Ridership by Time of Day by Service Day



Source: Eau Claire Transit. Data from days when UW-Eau Claire was in session, September 2018 through May 2019.

Ridership Trends by Passenger Group and Service Period

While fixed route and overall ridership have increased in recent years (Figure 17), there have been notable changes in ridership for certain route types, passenger groups/fare types, and service periods.

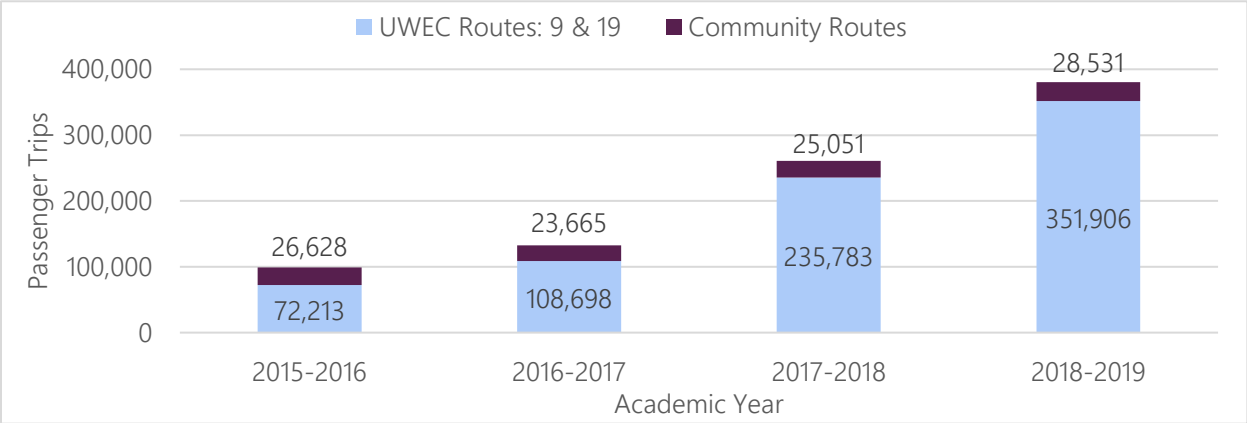
ECT can collect ridership data by route and by fare use. The number of passenger trips recorded using the UW-Eau Claire fare category has skyrocketed in recent years (Figure 24).[2] UW-Eau Claire fixed route ridership during the 2018-2019 academic year increased by 387 percent – over 281,000 trips – compared to the 2015-2016 academic year. Most of the UW-Eau Claire fare type ridership gains are attributed to Routes 9 and 19 ("university routes"); however, UW-Eau Claire fare type ridership on all other routes ("community routes") also grew by 7 percent.

Conversely, between the 2015-2016 and 2018-2019 academic years, ridership from K-12 students decreased notably (Figure 25). Students in grades K-12 are eligible for a reduced fare of $1.25 and may also purchase unlimited ride semester and summer passes (Table 1). Over this four-year period, K-12 fare type ridership during the academic year decreased 32 percent on all routes, and 36 percent on non-express routes.

[2] UW-Eau Claire students, faculty, and staff can ride ECT fixed routes for free by showing a valid UW-Eau Claire identification card.

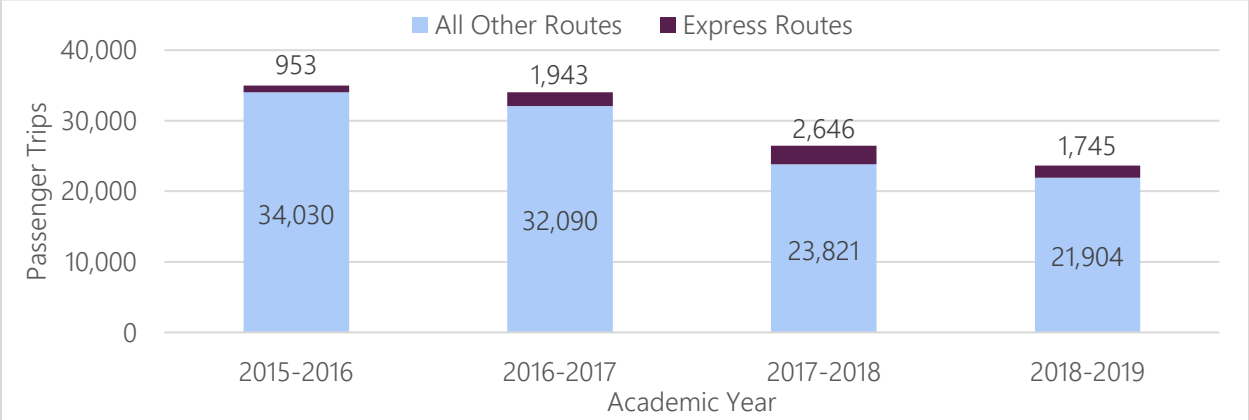
Saturday and evening ridership have been declining the last few years as well. Saturday ridership decreased by over 6,400 passenger trips (20 percent) between 2016 and 2018. Similarly, ridership during the evenings decreased 21 percent – nearly 8,200 passenger trips – in this time. However, assuming 255 weeknights per year, this amounts to about 32 fewer trips per weeknight.

Figure 24: UW-Eau Claire Student, Faculty, and Staff Ridership* by Academic Year by Route Type



Source: Eau Claire Transit. *Fixed route; excludes transfers and summer ridership

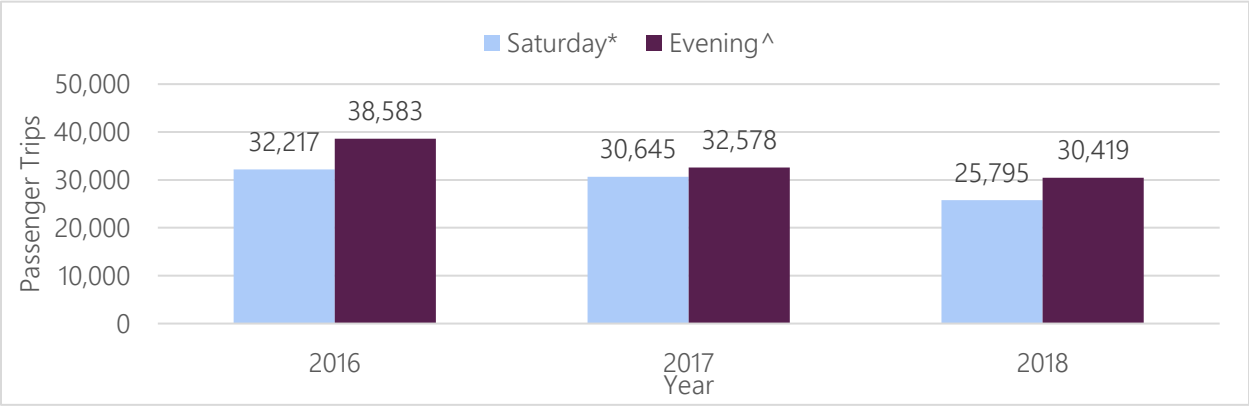
Figure 25: K-12 Student Ridership* by Academic Year by Route Type



Source: Eau Claire Transit. *Fixed route; excludes transfers and summer ridership

Figure 26: Evening and Saturday Ridership, 2016-2018

Fixed route; excludes routes that were not available in each of the three years



Source: Eau Claire Transit. *Saturday routes operating each of the three years: 1, 5, 9, 15, 18, 21, ¾. ^Evening routes operating each of the three year: 1, 2, 3, 5, 6, 8, 12, 15, 18, 20, 21, ¾

Ridership by Bus Stop

Evaluating ridership by bus stop reveals, in finer detail, where transit is most used in the community. Analysis of these data inform the allocation of scarce operating and capital resources and the placement of routes and bus stops.

Figure 27 and Figure 29 display average daily passenger trips by the bus stop for weekdays and Saturdays, respectively, based on data from spring 2019 on days in which UW-Eau Claire was in session. Figure 28 and Figure 30 show the density of this activity. The ridership shown in these maps are depicted based on the bus stop where passengers boarded the bus; these instances are referred to as "boardings."

The bus stops with the highest weekday ridership in the ECT system are at the Transfer Center and Haymarket Landing in downtown, and at Centennial Hall on the UW-Eau Claire campus (Figure 27). Generally, weekday boarding activity is densest closest to downtown, the Randall Park neighborhood, and surrounding the UW-Eau Claire campus (Figure 28). Areas with a concentration of low boarding bus stops include south central and northeast Eau Claire and Altoona.

Based on data from spring 2019, 53 percent of active bus stops (255 of 484) average less than one boarding per weekday; 20 percent (97) averaged less than one boarding every five weekdays (Table 5). Only 66 bus stops (14 percent) average more than five boardings per weekday.

Figure 27: Average Daily Boardings by Bus Stop: Weekdays

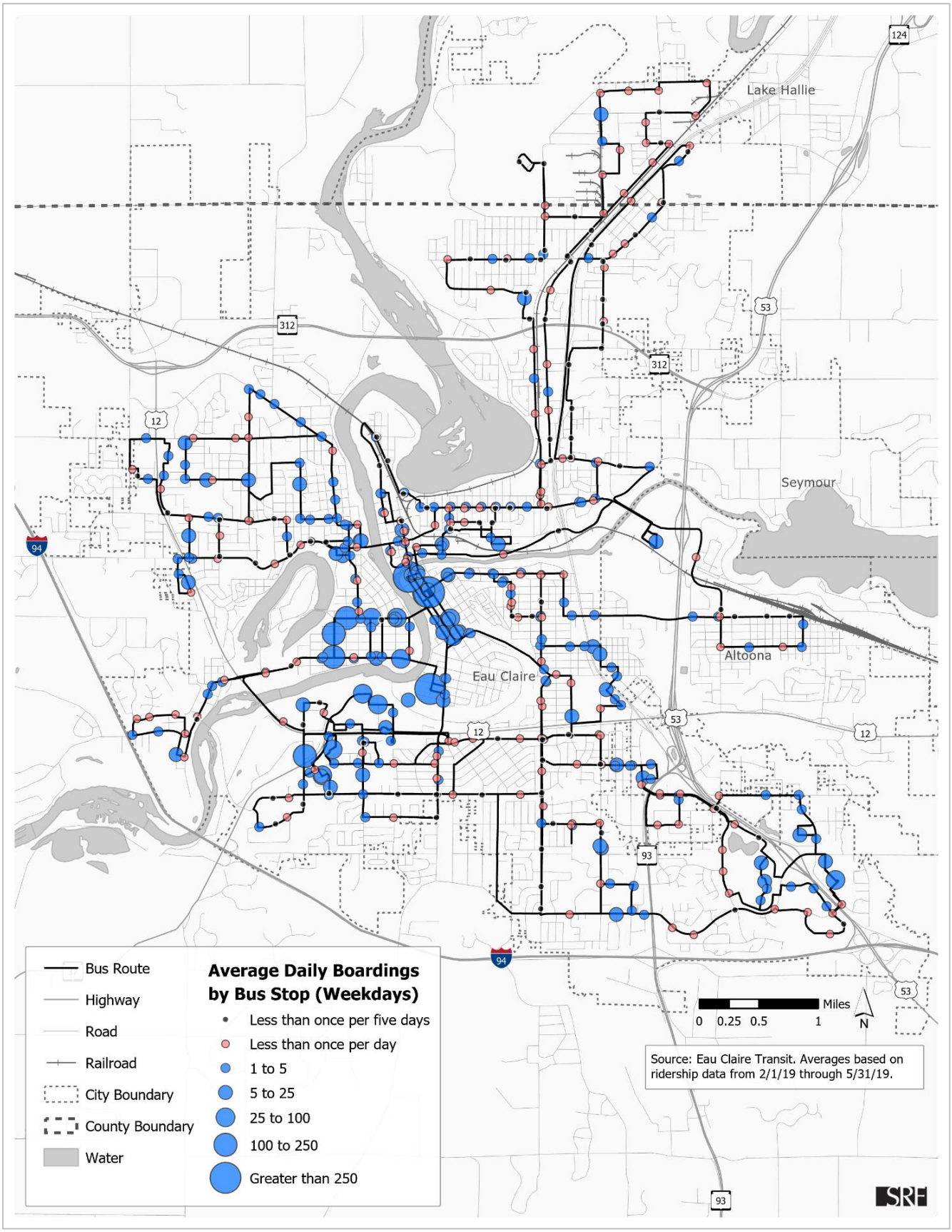
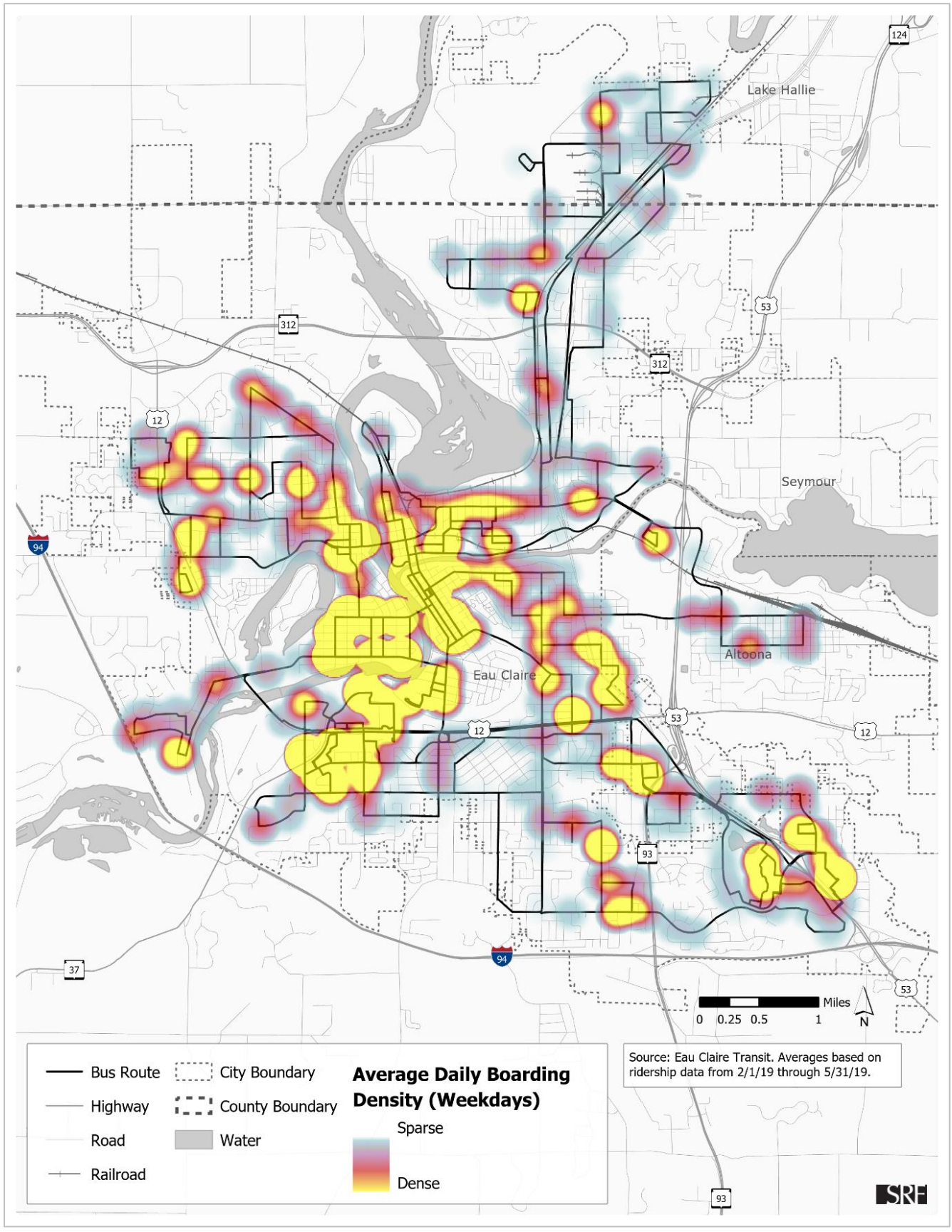


Figure 28: Density of Average Daily Boardings: Weekdays



Like weekdays, bus stops with the greatest Saturday ridership are in downtown (Figure 29). However, average daily ridership on Saturdays is more dispersed than on weekdays, with a greater proportion of daily activity near Oakwood Mall, Target, and Walmart in southeast Eau Claire (Figure 30). Saturday ridership is lowest in northeast Eau Claire; north of Birch Street, there were less than 12 average daily boardings.

Based on data from spring 2019, 63 percent (215 of 339) of bus stops served on Saturdays averaged less than one boarding per weekday; 19 percent (66 stops) averaged less than one boarding every five Saturdays (Table 5). Just 25 bus stops (7 percent) average more than five boardings per Saturday; all but two of such stops are south of the Chippewa/Eau Claire River.

Figure 29: Average Daily Boardings by Bus Stop: Saturday

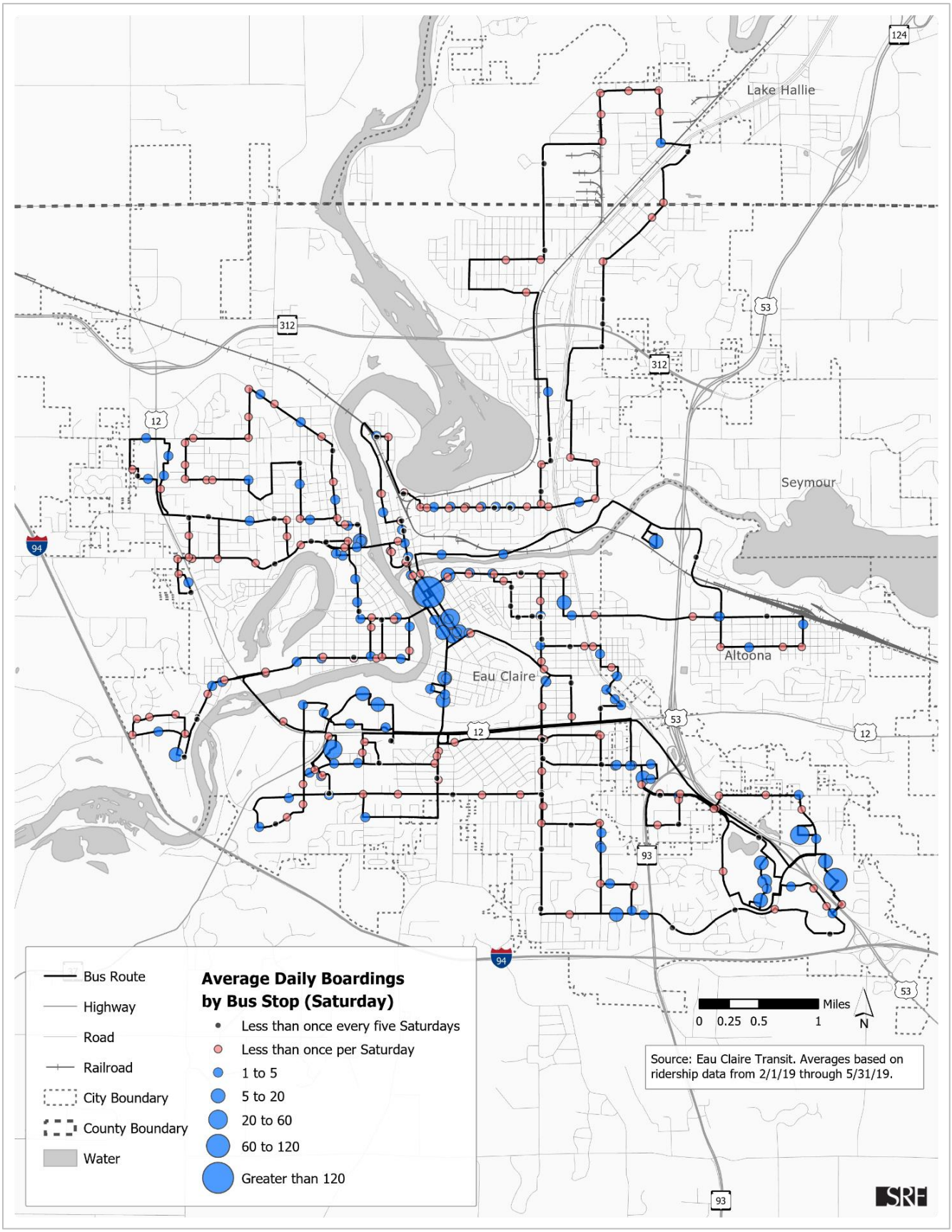


Figure 30: Density of Average Daily Boardings: Saturday

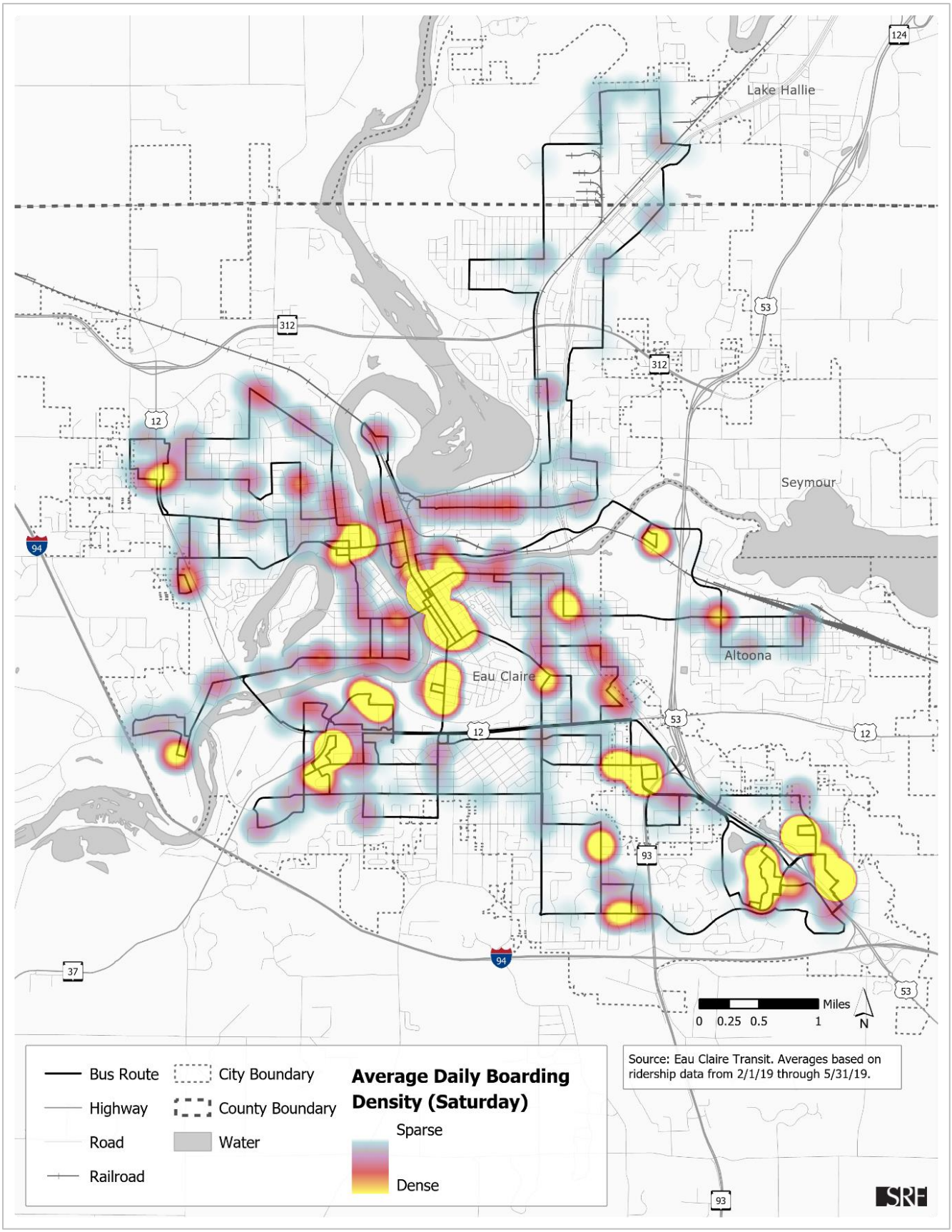


Table 5: Bus Stops by Average Daily Boardings by Service Day

Service Day		Number of Active Stops	Boardings per Service Day					
			Less than 1 per 5 Service Days	Less than 1	1 to 5	5 to 25	25 to 100	Greater than 100
Weekday	#	484	97	255	163	47	12	7
Weekday	%	100%	20%	53%	34%	10%	2%	1%
Saturday	#	339	66	215	99	20	3	2
Saturday	%	100%	19%	63%	29%	6%	1%	1%

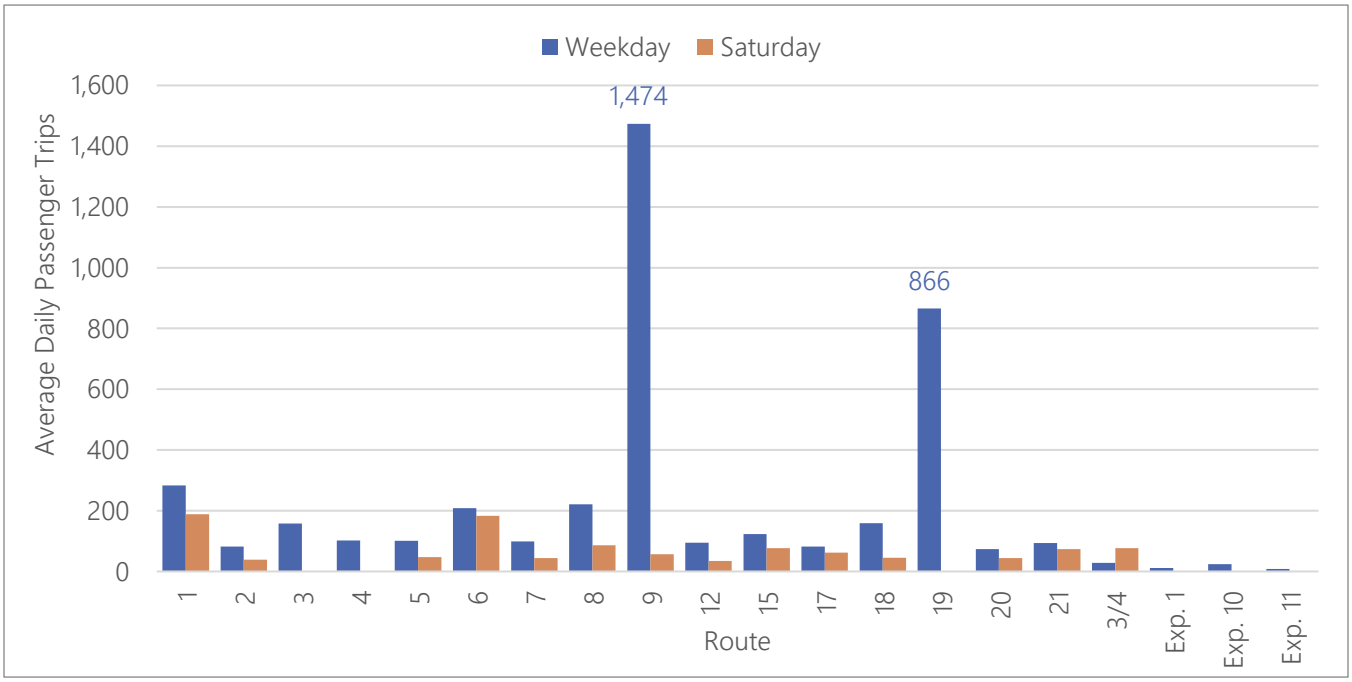
Source: Eau Claire Transit. Ridership from days when UW-Eau Claire was in session, 2/1/19 through 5/31/19.

Route Review

Recent Performance

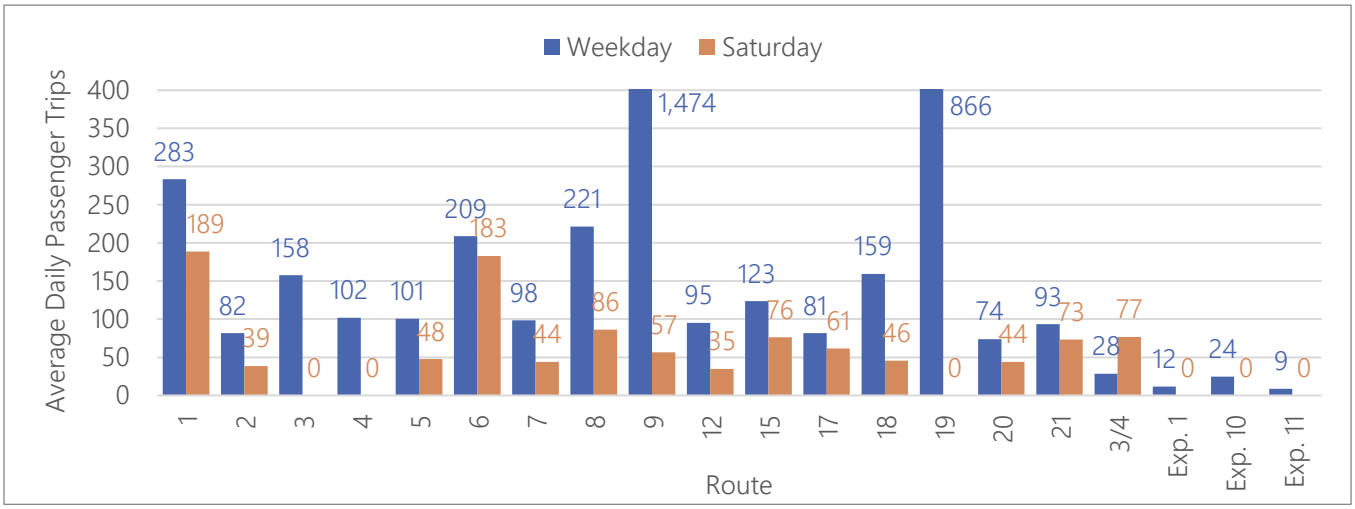
Daily ridership across the ECT system varies widely by route, as shown in Figure 31. Routes 9 and 19, which serve the UW-Eau Claire campus, have the highest average daily ridership, while Routes 2, 4, 5, 7, 12, 17, 20, and 21 have the lowest average daily ridership among regular daytime routes (excluding express routes and Route 3/4) [Figure 31].

Figure 31: Average Daily Ridership by Route by Day of Week



Source: Eau Claire Transit. Ridership from days when UW-Eau Claire was in session, Sept. 2018 through May 2019; excludes April 2019 due to data quality issues.

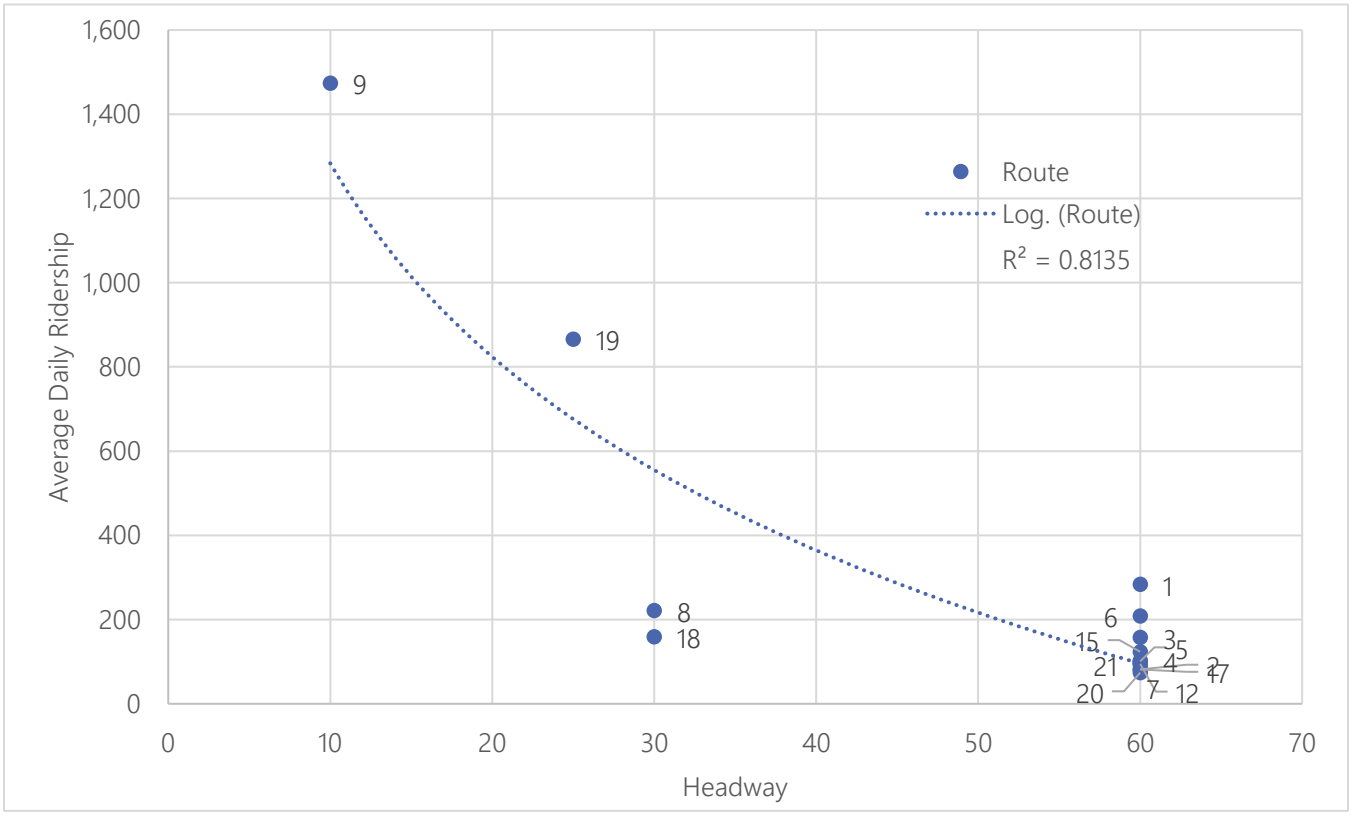
Figure 32: Average Daily Ridership by Route by Day of Week (Detail)



Source: Eau Claire Transit. Data from days when UW-Eau Claire was in session, Sept. 2018 through May 2019; excludes April 2019 due to data quality issues.

Average weekday ridership by route has a negative correlation with headway length, as shown in Figure 33. In other words, routes that are more frequent (have shorter headways) are associated with higher ridership.

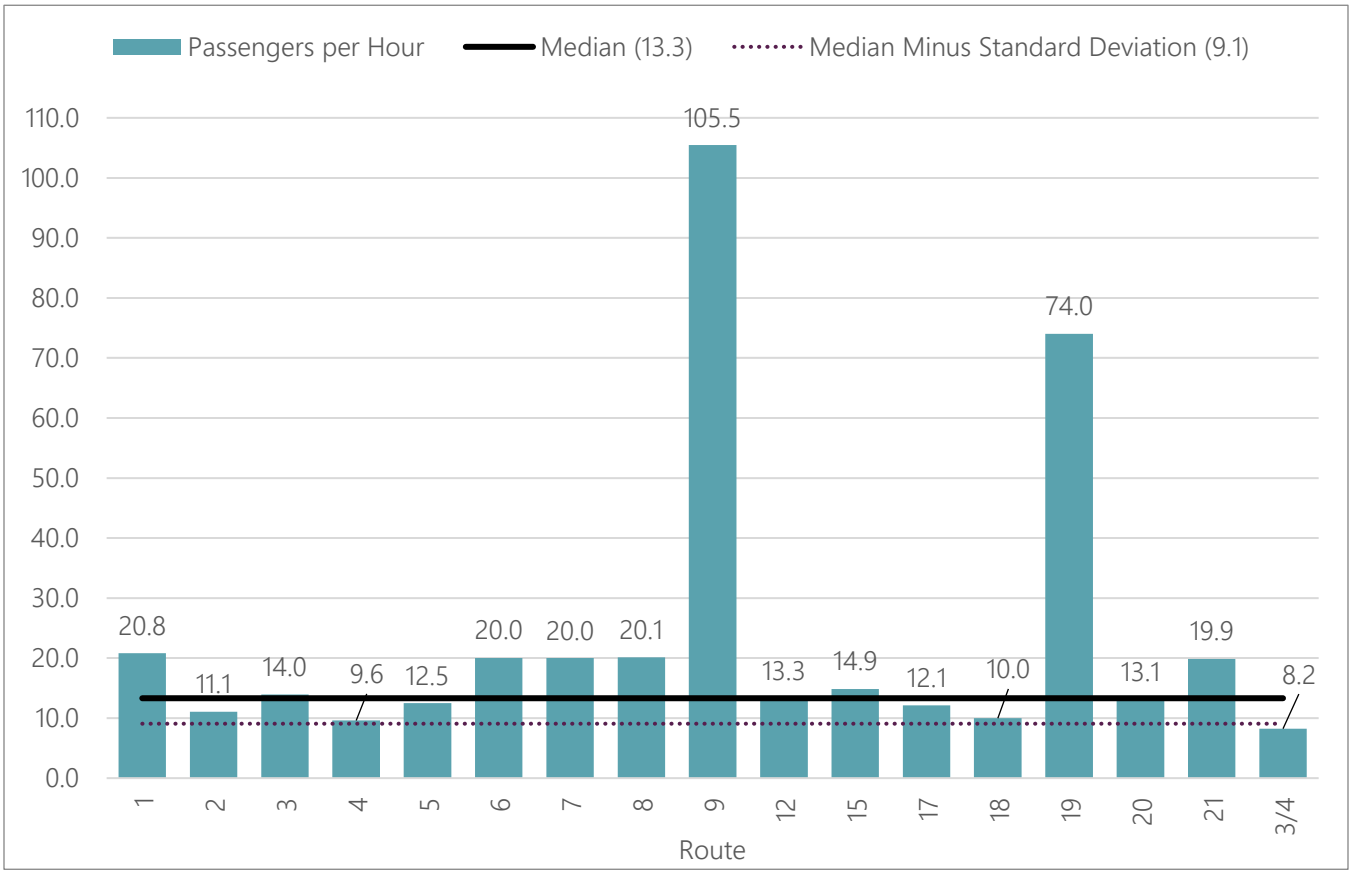
Figure 33: Regular Route Frequency and Average Weekday Ridership



Source: Eau Claire Transit. Ridership from days when UW-Eau Claire was in session, Sept. 2018 through May 2019; excludes April 2019 due to data quality issues.

Unlike ridership alone, measures of productivity – using passenger trips per revenue hour – account for the differences in amount of service available by route. Local routes 9 and 19 have the highest weekday productivity, by far (Figure 34). Other relatively high-performing routes include Routes 1, 6, 7, 8, and 21. Routes 2, 4, 18, and 3/4 are the lowest performing routes on weekdays.

Figure 34: Weekday Productivity by Route

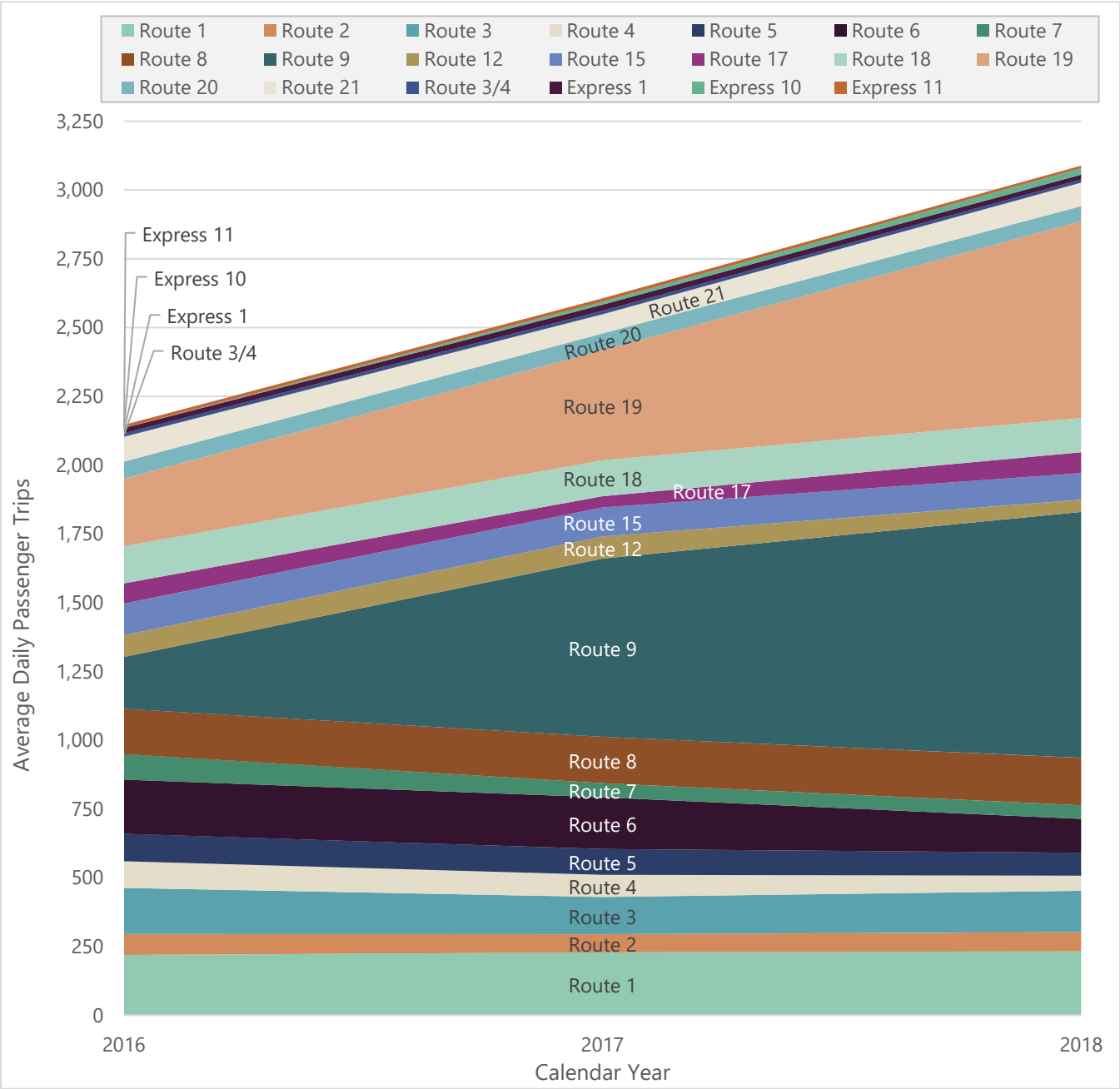


Source: Eau Claire Transit. Ridership from days when UW-Eau Claire was in session, Sept. 2018 through May 2019; excludes April 2019 due to data quality issues. Routes 9 and 19 are excluded from the calculation of the median and standard deviation.

Ridership Trends

Overall, daily fixed route ridership increased from 2016 to 2018 (Figure 35). However, the only routes with double-digit percent growth over this period were Routes 9 and 19, which each gained hundreds of additional daily riders; this growth is largely attributed to increases in frequency on these routes. Between 2016 and 2018, the only other routes with growing weekday ridership were Routes 1, 8, and 17, with 6, 5, and 3 percent increases, respectively (Table 6). Over the same period, average weekday ridership on Routes 4, 6, 7, and 12 each declined by 37 to 47 percent.

Figure 35: Average Weekday Ridership by Route, 2016-2018



Source: Eau Claire Transit, calendar years 2016-2018.

Average daily Saturday ridership on Route 15 nearly doubled between 2016 and 2018 (Table 6). However, Route 15 was the only route with an increase in daily ridership among routes operating since 2016; daily ridership on Routes 9 and 3/4 and decreased by more than 50 percent.

Table 6: Average Daily Ridership by Route by Service Day, 2016-2018

Route	Weekday				Saturday			
	2016	2017	2018	Percent Change: 2016-2018	2016	2017	2018	Percent Change: 2016-2018
Route 1	219	229	233	6%	176	180	171	-3%
Route 2	77	66	69	-10%	--	--	22	--
Route 3	167	135	150	-10%	--	--	--	--
Route 4	97	81	55	-43%	--	--	--	--
Route 5	100	94	83	-17%	56	58	46	-17%
Route 6	197	188	123	-37%	--	--	52	--
Route 7	93	51	50	-47%	--	--	15	--
Route 8	164	169	173	5%	--	--	50	--
Route 9	188	647	894	375%	165	100	69	-58%
Route 12	79	81	44	-44%	--	--	5	--
Route 15	115	105	97	-16%	36	76	71	98%
Route 17	73	41	76	3%	--	28	58	--
Route 18	135	131	123	-9%	42	35	39	-7%
Route 19	246	399	716	191%	--	--	--	--
Route 20	62	61	55	-11%	--	--	20	--
Route 21	90	69	85	-6%	73	55	64	-13%
Route 3/4	13	13	12	-5%	85	82	28	-68%
Express 1	19	22	17	-9%	--	--	--	--
Express 10	-	11	23	--	--	--	--	--
Express 11	11	12	9	-14%	--	--	--	--

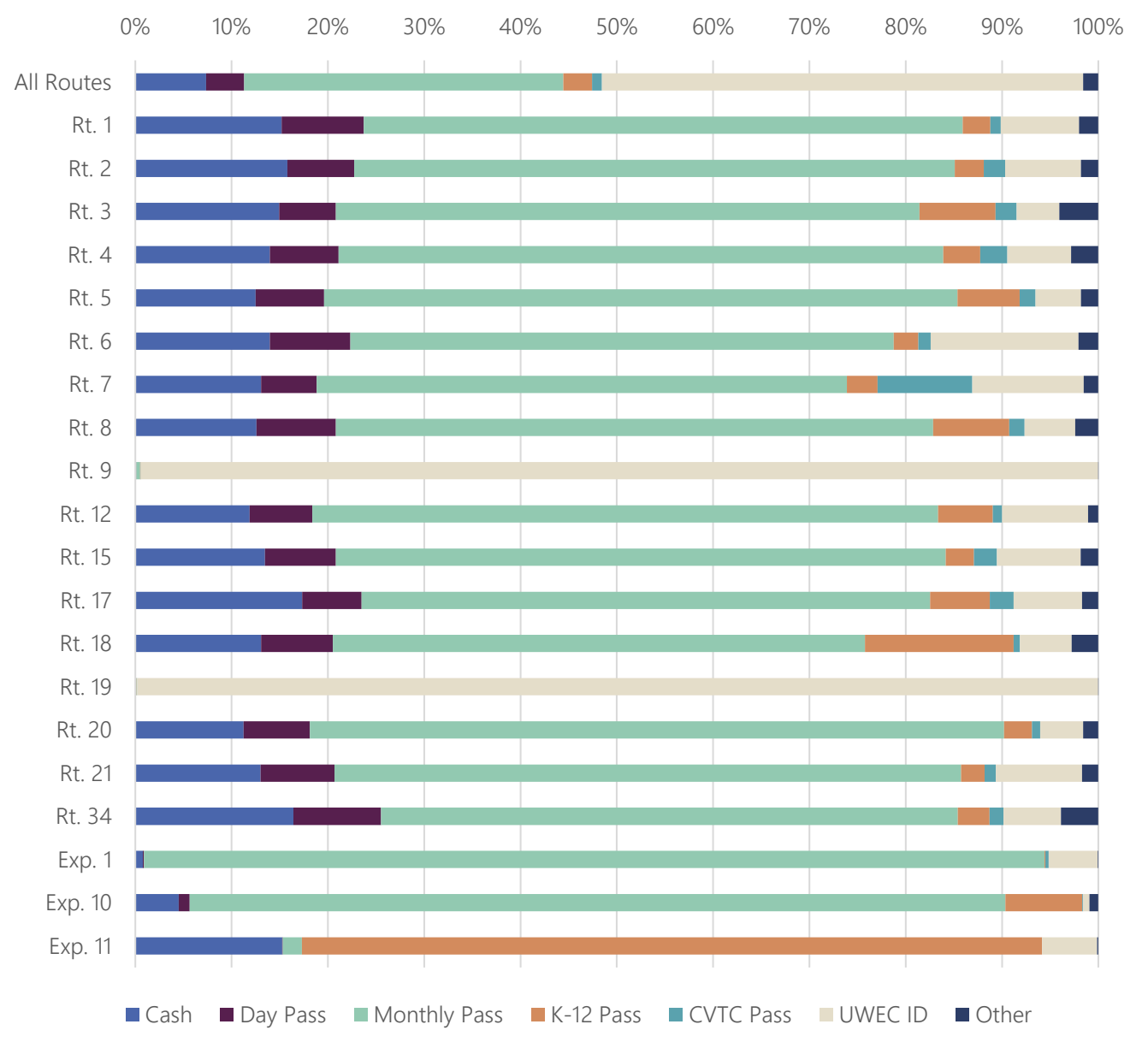
Source: Eau Claire Transit, calendar years 2016-2018.
Note: Assumed 255 annual weekday service days, except Routes 9 and 19, with 169 weekdays service days, and Express routes with 165 weekday service days. Assumed 52 Saturday service days, except Route 9, with 32 Saturday service days.

Fare Use

The fare media chosen by riders provide valuable information about how different segments of the community use the transit system. The monthly pass is the most popular fare media used on most ECT routes (Figure 36). Riders on Routes 9 and 19 almost exclusively use the UW-Eau Claire student pass, and most riders on Express 11 use a K-12 pass. Though the UW-Eau Claire student pass is only the primary fare medium on two routes, these routes (9 and 19) have such high ridership relative to the others that UW-Eau Claire student passes are the chosen fare media for 50 percent of all ECT paid fixed route trips.

Figure 36: Ridership by Fare Media by Route

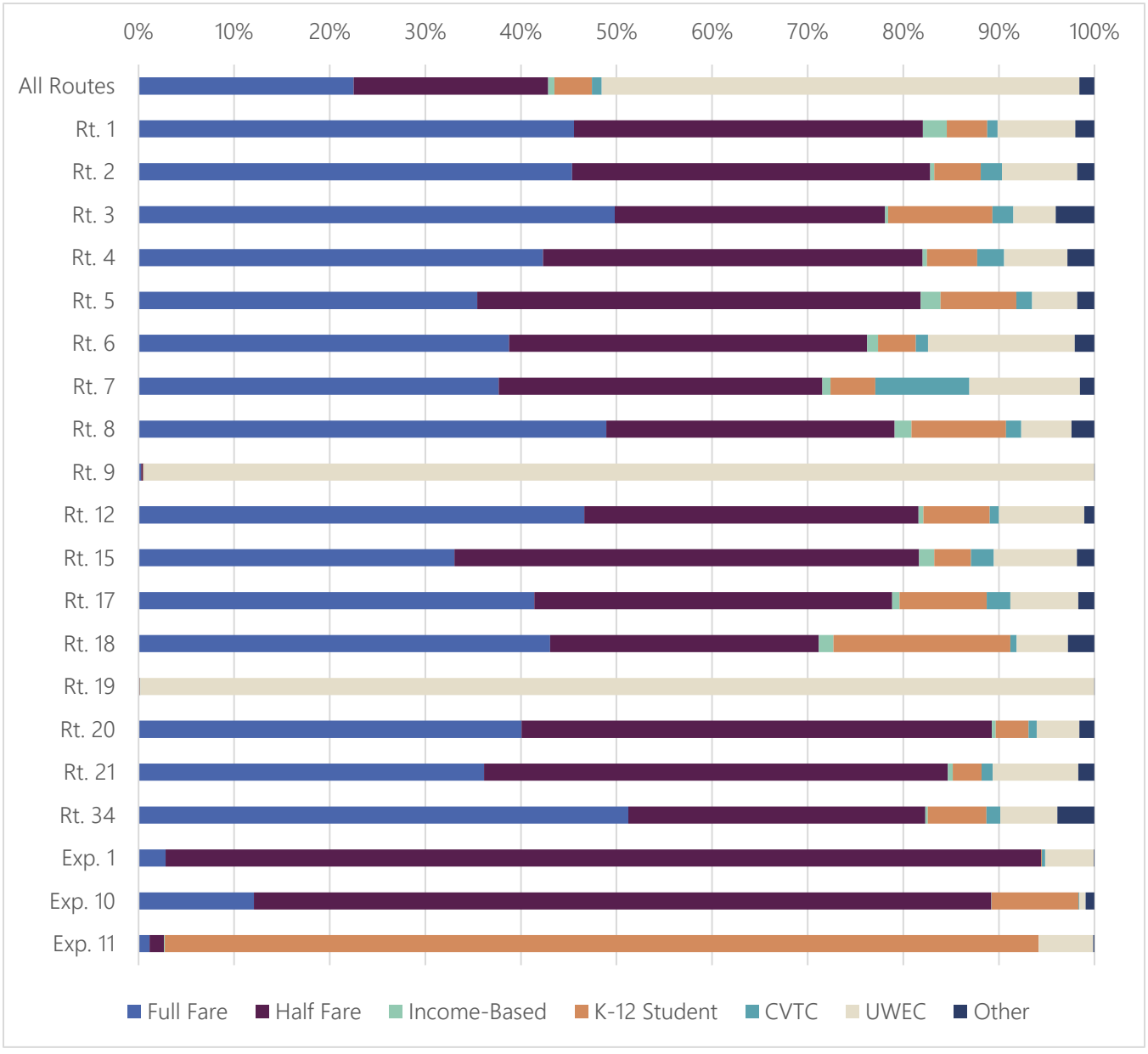
Monday through Saturday, Excludes Transfers



Source: Eau Claire Transit; ridership data from June 2018 through May 2019, Monday through Saturday.

The fare group used by riders also provides information about their ability to pay for transit use. On most routes, 40 to 50 percent of riders pay full fare while 25 to 50 percent of riders pay half fare (Figure 37). The majority of riders on Express routes 1 and 10 pay half fare. Most riders on Express 11 use a K-12 student pass. Nearly one quarter of all ECT paid trips were with full fare, approximately 20 percent from half fare, and about half from UW-Eau Claire passes.

Figure 37: Ridership by Fare Group by Route
Monday through Saturday, Excludes Transfers



Source: Eau Claire Transit; ridership data from June 2018 through May 2019, Monday through Saturday.

Reliability

ECT buses are equipped with GPS, computer hardware, and software that enable data to be collected on the time of day each time a passenger boards a bus at specific bus stops, called scheduled timepoints. A scheduled time point is a bus stop with an associated time when the bus is expected to depart a specific point along the route. Passengers use timepoints to plan their transit trip. Most ECT fixed routes have five to eight timepoints specific to the route and trip.

It is common in the transit industry to use these data to assess the "on-time performance" of the transit system or a specific route, trip, or bus stop. A bus is considered "early" if it arrives at the scheduled timepoint two minutes or more before the scheduled time; "on-time" if it arrives between one minute early and five minutes late; and "late" if it arrives at the timepoint more than five minutes after the scheduled time. In the transit industry, "on time" is defined as a range (-1 to +5 minutes) because several factors may all affect a bus driver's ability to adhere to a schedule, such as traffic congestion, a high volume of riders boarding, or the accommodation of riders with wheelchairs or bicycles.

Figure 38 summarizes thousands of data points, collected over the course of multiple months, about when a bus departed a timepoint compared to when it was scheduled to depart. These on-time performance data are from weekdays in late April through October in 2019; data collected during a route detour are excluded from the charts. Additionally, data associated with the start and end points of routes were excluded due to data quality issues. Thus, data are not presented for bus stops at the Transfer Center and Centennial Hall – the two locations where bus routes start and end.

On average, regardless of route, ECT fixed route buses depart scheduled timepoints on time – between 1 minute early and 5 minutes late – just 24 percent of the time on weekdays (Figure 38); they are 2 or more minutes early 30 percent of the time. Routes with the worst on-time performance at scheduled timepoints include Routes 3/4, 5, 6, and 7.

These data suggest a significant reliability and/or data collection issue, which should be addressed. Either ECT fixed route scheduled timepoints are in significant need of updating or departure time data are not being collected correctly.

Figure 38: On-Time Performance by Route

Scheduled timepoint (bus stop) level data aggregated by route, over the course of several months.

Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.
Excludes data from Transfer Center and Centennial Hall bus stops due to data quality issues.
Excludes data from detoured routes.
On time: 1 minute early to 5 minutes late, compared to scheduled timepoint
Late: 6 or more minutes late, compared to scheduled timepoint
Early: 2 or more minutes early, compared to scheduled timepoint

Route 19 bus crowded with seated and standing passengers

Peer Performance Analysis

This peer analysis examines the performance of ECT relative to that of peer systems. Since there are no recognized industry standards for most measures of transit system performance, widespread practice is to compare the performance of a system to the average values of a peer group of systems. Data used in this report come from the Federal Transit Administration's (FTA's) National Transit Database (NTD), a repository of data about American public transit systems.

The following peer analysis compares ECT *fixed-route bus* performance to a Wisconsin peer group and a national peer group in five categories using eight specific measures (Table 7).

Table 7: Performance Objectives and Performance Measures

Performance Objective	Performance Measure
Cost Effectiveness	Operating Expenses Per Passenger Trip
Cost Efficiency	Operating Expenses Per Revenue Hour
Service Effectiveness	Passenger Trips Per Revenue Hour
Market Penetration	Passenger Trips Per Capita
	Revenue Hours Per Capita
Passenger Revenue Effectiveness	Average Fare Per Passenger Trip
	Operating Ratio (Passenger Revenues Per Operating Expenses)
	Subsidy Per Passenger Trip

Each measure in Table 7 is used to assess ECT fixed-route performance in two ways:

- **Single Year: Comparison to peer average for most the current year.** Year 2017 NTD data are used. This is the most recent year for which NTD data was available for all peer systems at the time of analysis. Consistent with the approach used by the Wisconsin Department of Transportation (WisDOT), performance will be considered "satisfactory" within one standard deviation of the peer average. The system's performance is considered "outside the satisfactory range" (unsatisfactory) if it falls more than one standard deviation from the peer average.
- **Multi-Year Trend Analysis: Comparison to peer average for annual rate of change**. NTD data from 2013 to 2017 are used. The annual rate of change from 2013 to 2017 is calculated as follows:

$$\text{Annual rate of change} = (\text{Value}_{2017}/\text{Value}_{2013})^{1/4}-1$$

For the trend analysis, the system's annual rate of change is compared to that of the average of the peer group. Again, the system's trend performance is considered "satisfactory" within one standard deviation of the peer group average. Beyond one standard deviation from the peer group average, the system's trend performance is considered "outside the satisfactory range."

Peer Groups

The selection of the peer groups for ECT was based on a review of small urban bus systems in NTD. NTD was used because its data are readily available and consistently reported. Two peer groups were selected for comparison: a Wisconsin peer group and a national peer group (Table 8, Table 9). Systems' fixed-route bus data (excluding any other modes operated) were used in the selection of peers and the subsequent analyses.

Table 8 contains 2017 operating statistics for ECT and the selected Wisconsin peer systems. This review recognizes the limitations of using other Wisconsin bus systems for peer comparison. Each system operates in a different environment, serves different markets, and has a unique management structure. However, Wisconsin peer systems also provide context for operating conditions within the state. Because it is customary in this review to compare medium bus systems to others in Wisconsin, the Wisconsin peer comparison is included in this review.

Table 8: 2017 Operating Statistics – Wisconsin Peer Group

System Name	City	Revenue Hours	Passenger Trips	Operating Expenses	Passenger Revenues	Service Area Population
Valley Transit	Appleton	67,188	989,422	$5,555,456	$788,481	216,154
Green Bay Metro	Green Bay	77,319	1,242,910	$6,249,168	$709,595	176,180
Kenosha Transit	Kenosha	78,080	1,268,399	$6,242,092	$692,799	99,894
MTU	La Crosse	58,801	999,955	$5,153,871	$610,973	71,201
GO Transit	Oshkosh	37,514	901,710	$3,438,057	$476,005	66,083
Shoreline Metro	Sheboygan	37,679	529,726	$3,163,112	$463,324	59,490
Metro Ride	Wausau	27,324	498,902	$2,680,463	$391,313	39,302
ECT	**Eau Claire**	**48,127**	**865,260**	**$4,261,637**	**$803,452**	**75,828**
Average		54,004	912,036	$4,592,982	$616,993	100,517
ECT as Percent of Average		89%	95%	93%	130%	75%

Source: National Transit Database, 2017.

In the development of the national peer group, an attempt was made to select peer systems in cold-weather states in the Midwest; specifically, those with relatively similar service area and transit service mix provided. The Urban Integrated National Transit Database (Urban iNTD) was used to develop an initial list of national peers.[3] This initial list was filtered to include only the most applicable peers, based on the criteria listed above.

The national peer group includes systems in Colorado, Indiana, Iowa, Kansas, Minnesota, and Montana. Table 9 contains 2017 operating statistics for ECT and the selected national peer systems.

[3] Urban iNTD is a tool developed by the Florida Department of Transportation (FDOT), based on Transit Cooperative Research Program (TCRP) research. http://www.ftis.org/urban_iNTD.aspx.

Table 9: 2017 Operating Statistics – National Peer Group

System Name	City, State	Revenue Hours	Passenger Trips	Operating Expenses	Passenger Revenues	Service Area Population
MET Transit	Billings, MT	34,925	455,583	$3,497,440	$360,464	109,869
The Jule	Dubuque, IA	34,814	455,959	$2,194,916	$224,941	60,140
Pueblo Transit System	Pueblo, CO	38,540	819,660	$3,747,123	$666,808	108,249
Transpo	South Bend, IN	94,069	1,576,792	$8,193,612	$1,206,516	154,346
Metro Bus	St. Cloud, MN	97,698	1,754,333	$7,562,188	$1,076,494	103,018
Terre Haute Transit Utility	Terre Haute, IN	32,108	259,015	$2,029,210	$130,589	59,614
Topeka MTA	Topeka, KS	60,116	1,197,319	$5,866,545	$960,567	127,473
MET Transit	Waterloo, IA	36,145	429,234	$3,656,854	$334,987	108,519
ECT	**Eau Claire**	**48,127**	**865,260**	**$4,261,637**	**$803,452**	**75,828**
Average		52,949	868,128	$4,556,614	$640,535	100,784
ECT as Percent of Average		91%	100%	94%	125%	75%

Source: National Transit Database, 2017.

Performance Measures: Results

ECT Five-Year Summary

Table 10 and

Table 11 show ECT operating statistics and performance measures, respectively, for 2013 through 2017. The average annual rate of change for the five-year period is calculated for each statistic and measure.

Table 10: Operating Statistics – ECT, 2013-2017

Operating Statistic	2013	2014	2015	2016	2017	Annual Rate of Change
Revenue Hours	46,398	46,173	48,965	48,255	48,127	0.9%
Passenger Trips	1,000,816	972,333	871,229	869,952	865,260	-3.6%
Operating Expenses	$3,760,784	$4,090,879	$4,027,687	$4,075,723	$4,261,637	3.2%
Passenger Revenue	$709,843	$737,465	$779,801	$774,618	$803,452	3.1%
Service Area Population	73,000	73,000	74,601	74,601	75,828	1.0%

Source: National Transit Database, 2013-2017.

Table 11: Performance Measures – ECT, 2013-2017

Performance Measure	2013	2014	2015	2016	2017	Annual Rate of Change
Operating Expense Per Passenger Trip	$3.76	$4.21	$4.62	$4.68	$4.93	7.0%
Operating Expense Per Revenue Hour	$81.05	$88.60	$82.26	$84.46	$88.55	2.2%
Passenger Trips Per Revenue Hour	21.6	21.1	17.8	18.0	18.0	-4.5%
Passenger Trips Per Capita	13.7	13.3	11.7	11.7	11.4	-4.5%
Revenue Hours Per Capita	0.64	0.63	0.66	0.65	0.63	0.0%
Average Fare Per Passenger Trip	$0.71	$0.76	$0.90	$0.89	$0.93	7.0%
Operating Ratio	18.9%	18.0%	19.4%	19.0%	18.9%	0.0%
Subsidy Per Passenger Trip	$3.05	$3.45	$3.73	$3.79	$4.00	7.0%

Source: National Transit Database, 2013-2017.

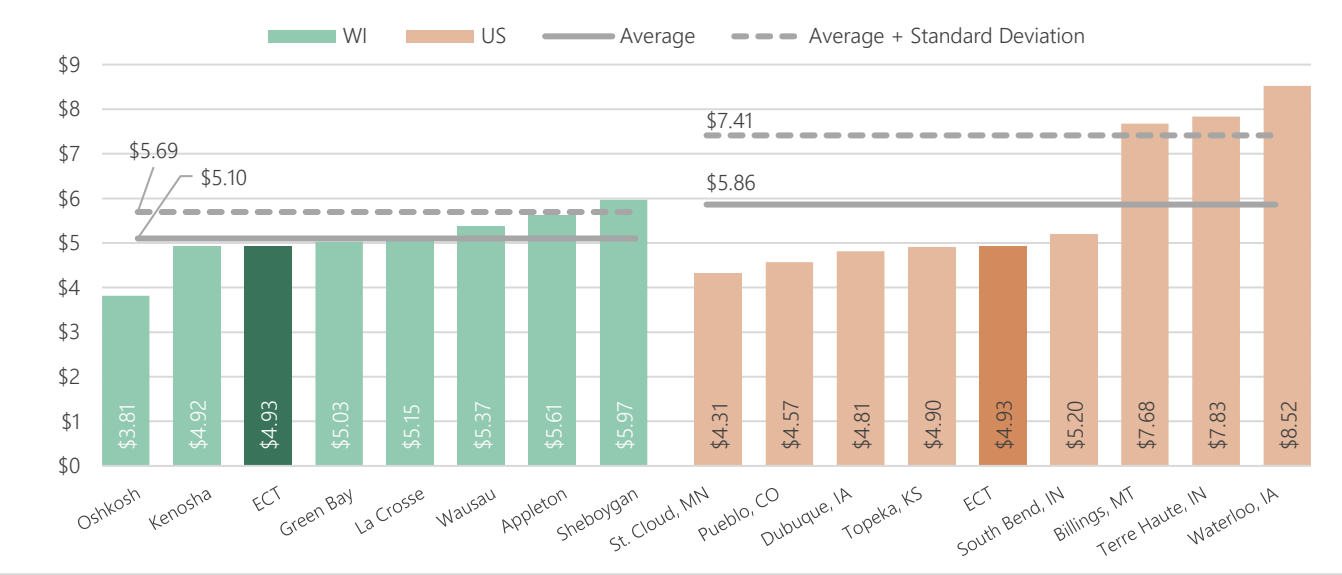
ECT Performance Relative to Peer Groups

This section summarizes the results of the single-year (2017) and multi-year (2013-2017) analyses of the eight performance measures. ECT is compared to its Wisconsin and national peer groups for each of the eight performance measures. A summary of ECT performance across all measures is presented in Table 20 later in this document.

Cost Effectiveness

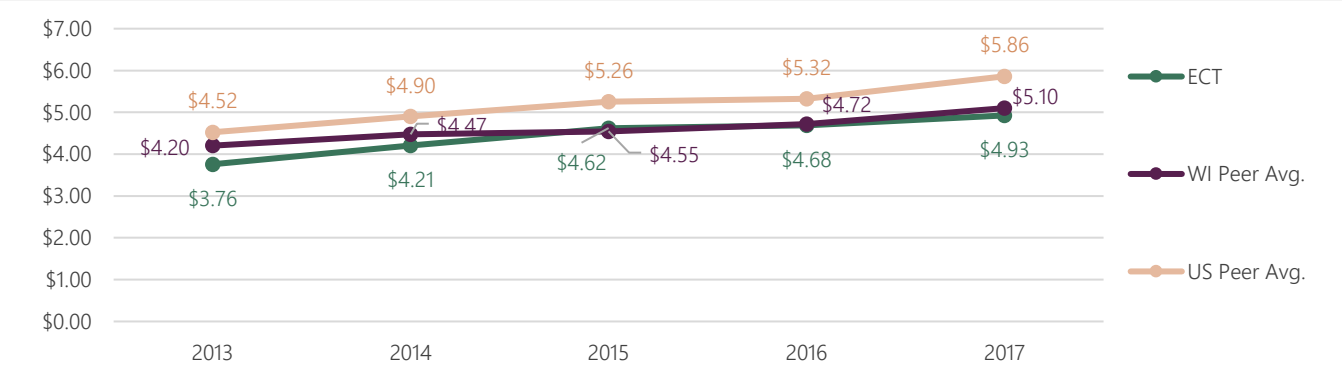
Cost effectiveness addresses transit use in relation to the level of resources expended. The primary measure for comparison under this area is **operating expenses per passenger trip.** The lower the cost per passenger trip, the more cost effective the service.

Figure 39: Operating Expenses Per Passenger Trip, 2017 Peers



Source: National Transit Database, 2017.

Figure 40: Operating Expenses Per Passenger Trip Compared to Peer Averages, 2013-2017



Source: National Transit Database, 2013-2017.

Table 12: Operating Expenses Per Passenger Trip, 2013-2017 Trend Performance

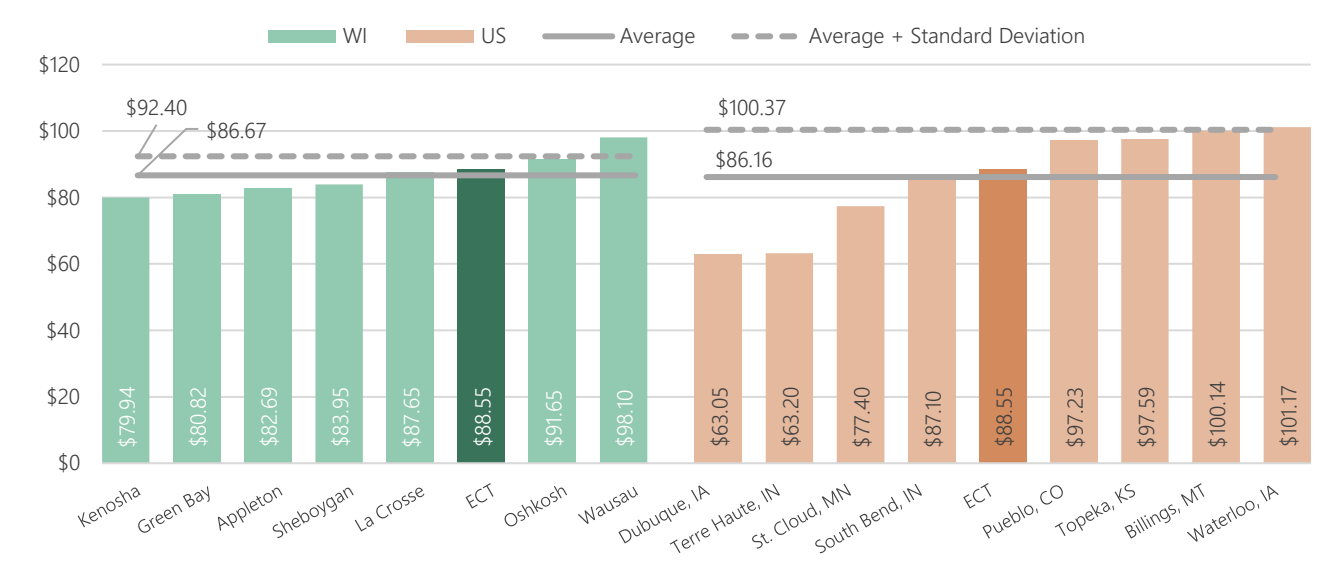
Peer Group	Annual Rate of Change			
	Average	Std. Dev.	Satisfactory Range	ECT Relative to Peer Group
ECT	7.0%	--	--	--
Wisconsin Peer Group	5.1%	2.2%	≤ 7.3%	Worse, but within satisfactory range
National Peer Group	6.5%	4.1%	≤ 10.6%	Worse, but within satisfactory range

Source: National Transit Database, 2013-2017.

Cost Efficiency

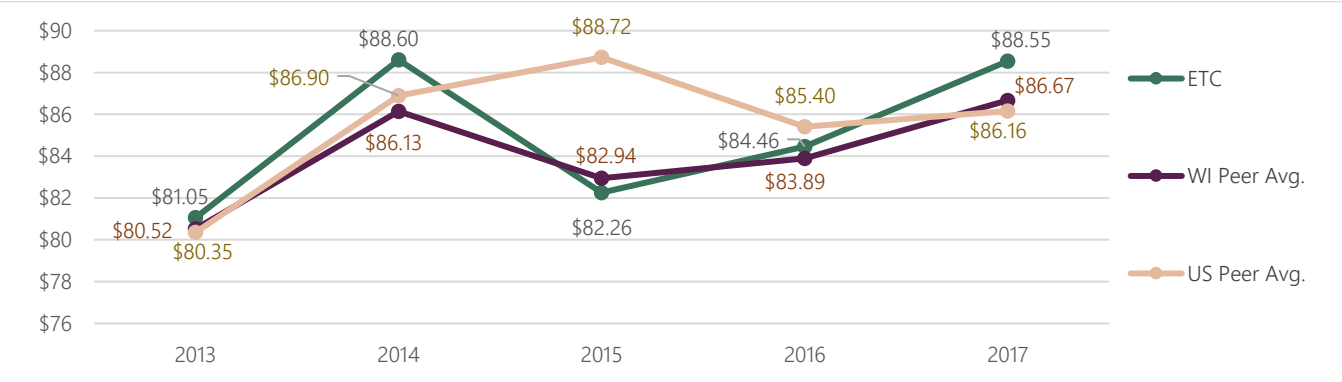
Cost efficiency examines the amount of service produced in relation to the amount of resources expended. **Operating expenses per revenue hour** is the measure used to assess service efficiency.

Figure 41: Operating Expenses per Revenue Hour, 2017 Peers



Source: National Transit Database, 2017.

Figure 42: Operating Expenses per Revenue Hour Compared to Peer Averages, 2013-2017



Source: National Transit Database, 2013-2017.

Table 13: Operating Expenses per Revenue Hour, 2013-2017 Trend Performance

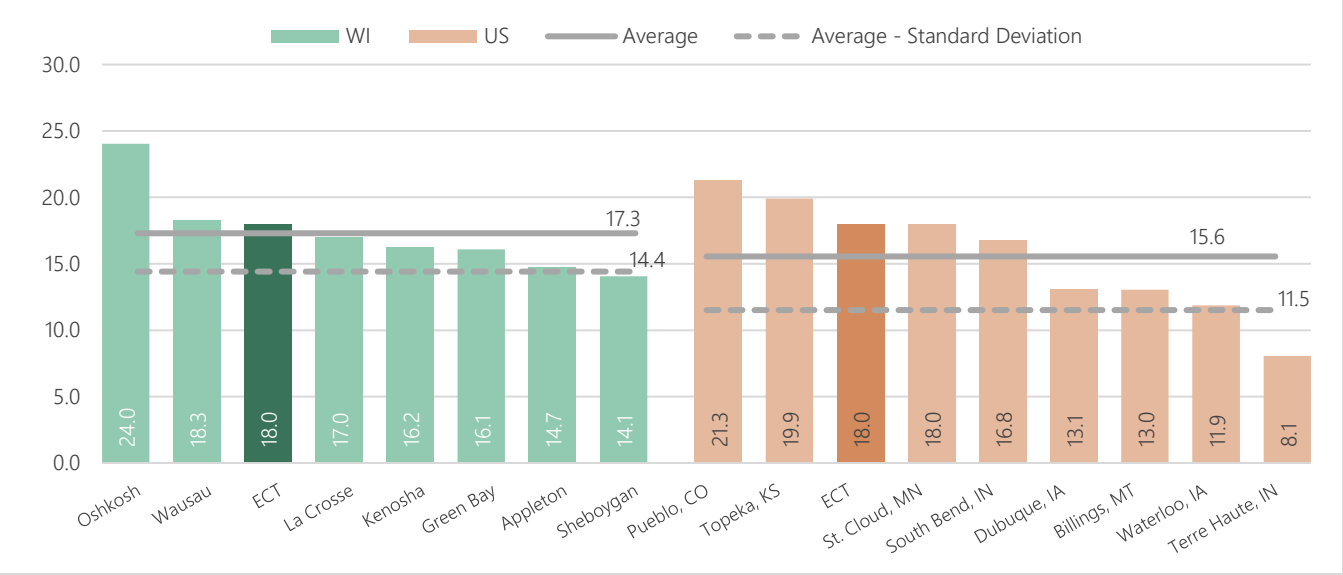
Peer Group	Annual Rate of Change			
	Average	Std. Dev.	Satisfactory Range	ECT Relative to Peer Group
ECT	2.2%	--	--	--
Wisconsin Peer Group	1.9%	1.6%	≤ 3.5%	Worse, but within satisfactory range
National Peer Group	2.1%	3.8%	≤ 5.9%	Worse, but within satisfactory range

Source: National Transit Database, 2013-2017.

Service Effectiveness

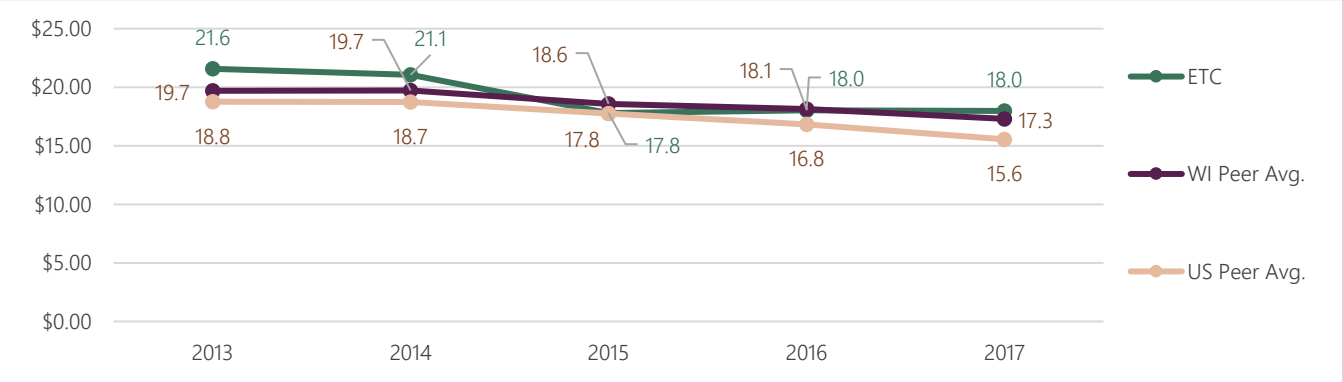
Service effectiveness is a measure of the consumption of public transportation service in relation to the amount of service available. **Passenger trips per revenue hour** is the measure used to assess service effectiveness.

Figure 43: Passenger Trips per Revenue Hour, 2017 Peers



Source: National Transit Database, 2017.

Figure 44: Passenger Trips per Revenue Hour Compared to Peer Averages, 2013-2017



Source: National Transit Database, 2013-2017.

Table 14: Passenger Trips per Revenue Hour, 2013-2017 Trend Performance

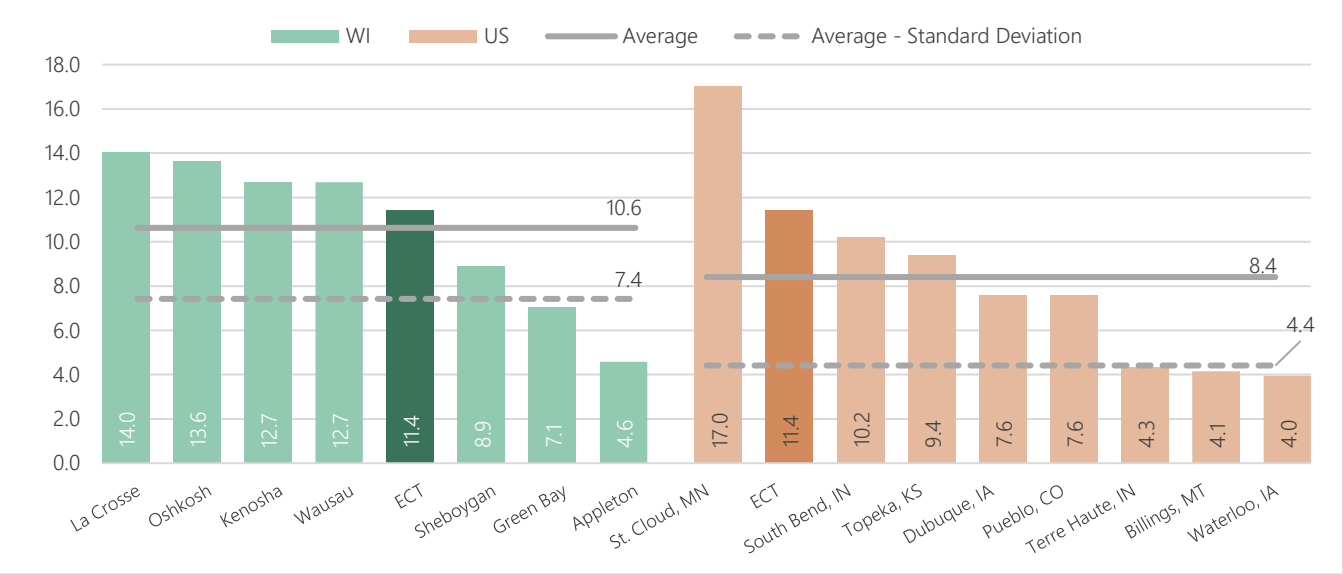
Peer Group	Annual Rate of Change			
	Average	Std. Dev.	Satisfactory Range	ECT Relative to Peer Group
ECT	-4.5%	--	--	--
Wisconsin Peer Group	-3.0%	3.2%	≥ -6.1%	Worse, but within satisfactory range
National Peer Group	-4.0%	3.3%	≥ -7.3%	Worse, but within satisfactory range

Source: National Transit Database, 2013-2017. Note: Any discrepancies in Satisfactory Range numbers are due to rounding.

Market Penetration

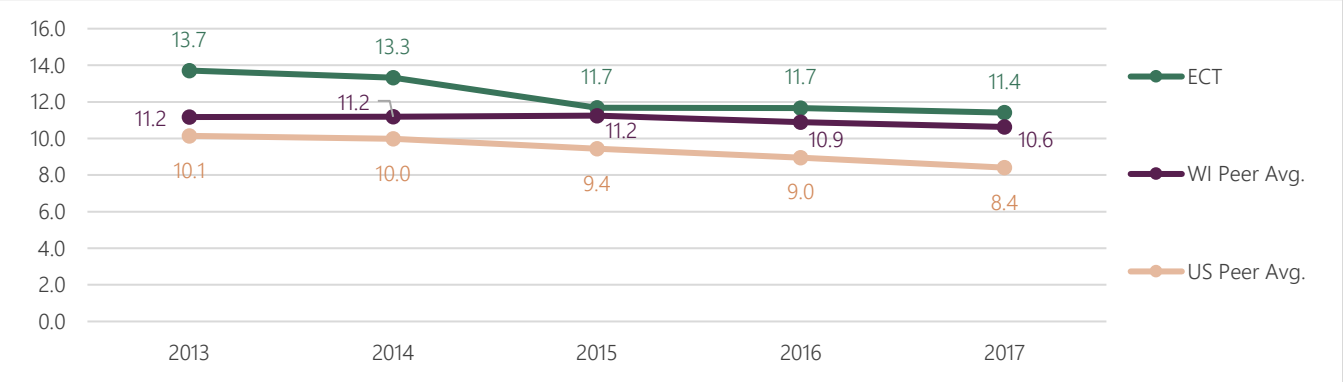
Passenger trips per capita is an indicator of overall usage of the transit system in the service area. This measure can be interpreted as the average number of times each service area resident uses the transit service each year.

Figure 45: Passenger Trips Per Capita, 2017 Peers



Source: National Transit Database, 2017.

Figure 46: Passenger Trips Per Capita Compared to Peer Averages, 2013-2017



Source: National Transit Database, 2013-2017.

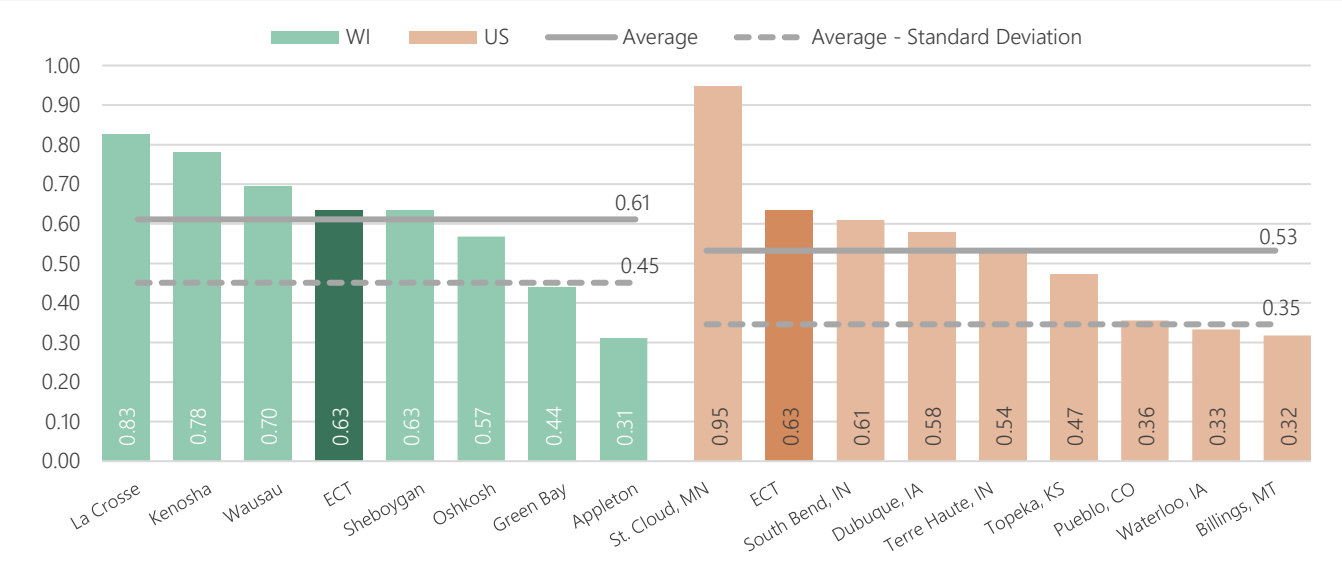
Table 15: Passenger Trips Per Capita, 2013-2017 Trend Performance

Peer Group	Annual Rate of Change			
	Average	Std. Dev.	Satisfactory Range	ECT Relative to Peer Group
ECT	-4.5%	--	--	--
Wisconsin Peer Group	-1.0%	3.3%	≥ -4.2%	Outside satisfactory range
National Peer Group	-4.3%	4.2%	≥ -8.4%	Worse, but within satisfactory range

Source: National Transit Database, 2013-2017. Note: Any discrepancies in Satisfactory Range numbers are due to rounding.

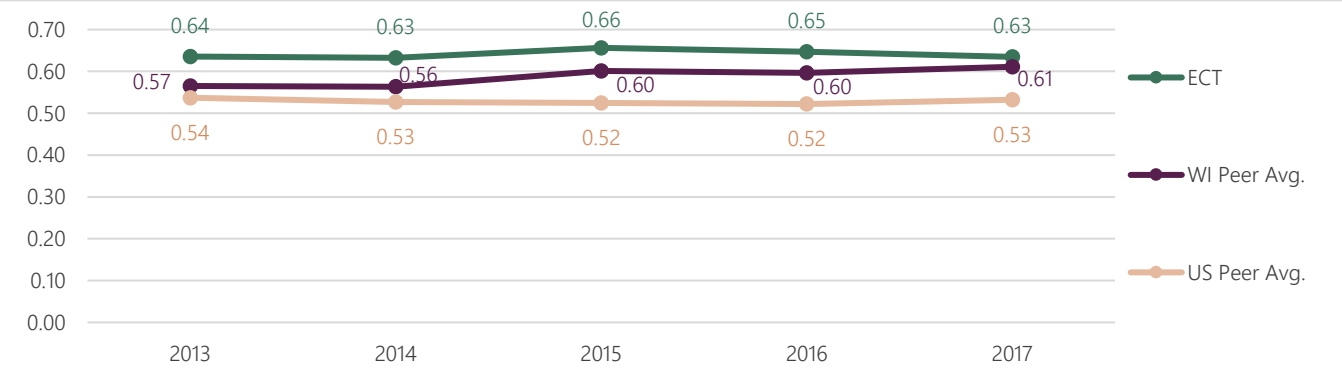
Revenue hours per capita is the performance measure used to assess service availability, and the second of three measures of market penetration.

Figure 47: Revenue Hours Per Capita, 2017 Peers



Source: National Transit Database, 2017.

Figure 48: Revenue Hours Per Capita Compared to Peer Averages, 2013-2017



Source: National Transit Database, 2013-2017.

Table 16: Revenue Hours Per Capita, 2013-2017 Trend Performance

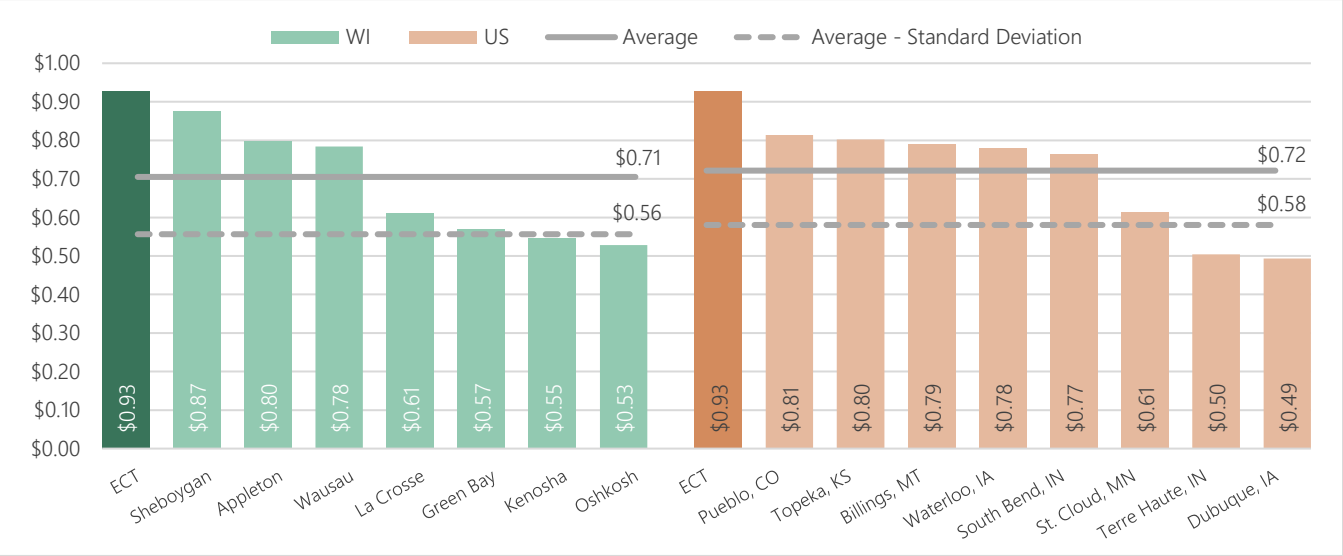
Peer Group	Annual Rate of Change			
	Average	Std. Dev.	Satisfactory Range	ECT Relative to Peer Group
ECT	0.0%	--	--	--
Wisconsin Peer Group	2.1%	3.7%	≥ -1.6%	Worse, but within satisfactory range
National Peer Group	-0.2%	3.3%	≥ -3.6%	Better than average

Source: National Transit Database, 2013-2017. Note: Any discrepancies in Satisfactory Range numbers are due to rounding.

Passenger Revenue Effectiveness

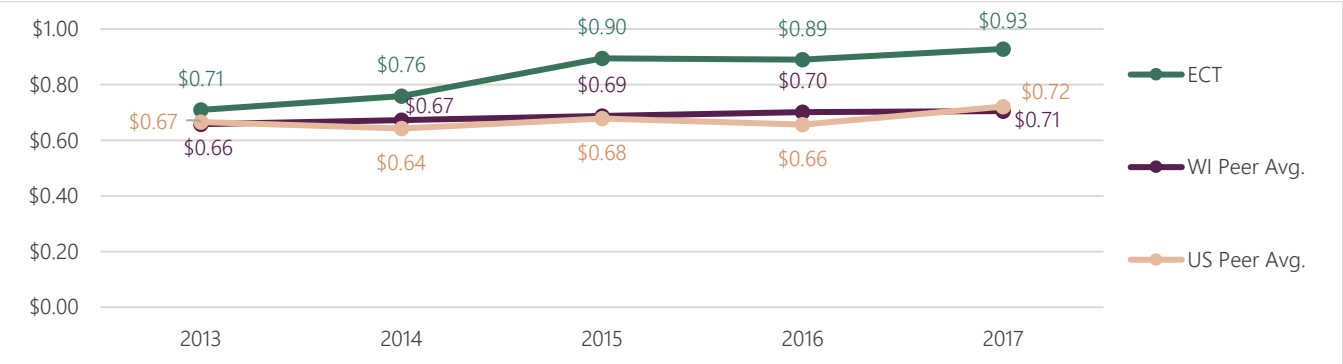
Passenger revenue per passenger trip, or **average fare per passenger trip**, measures the amount each passenger is paying to use the service. The higher the average fare, the more cost is being borne by the passenger. Generally, a higher average fare – within certain limitations – is a positive finding for a public transit system.

Figure 49: Average Fare per Passenger Trip, 2017 Peers



Source: National Transit Database, 2017.

Figure 50: Average Fare per Passenger Trip Compared to Peer Averages, 2013-2017



Source: National Transit Database, 2013-2017.

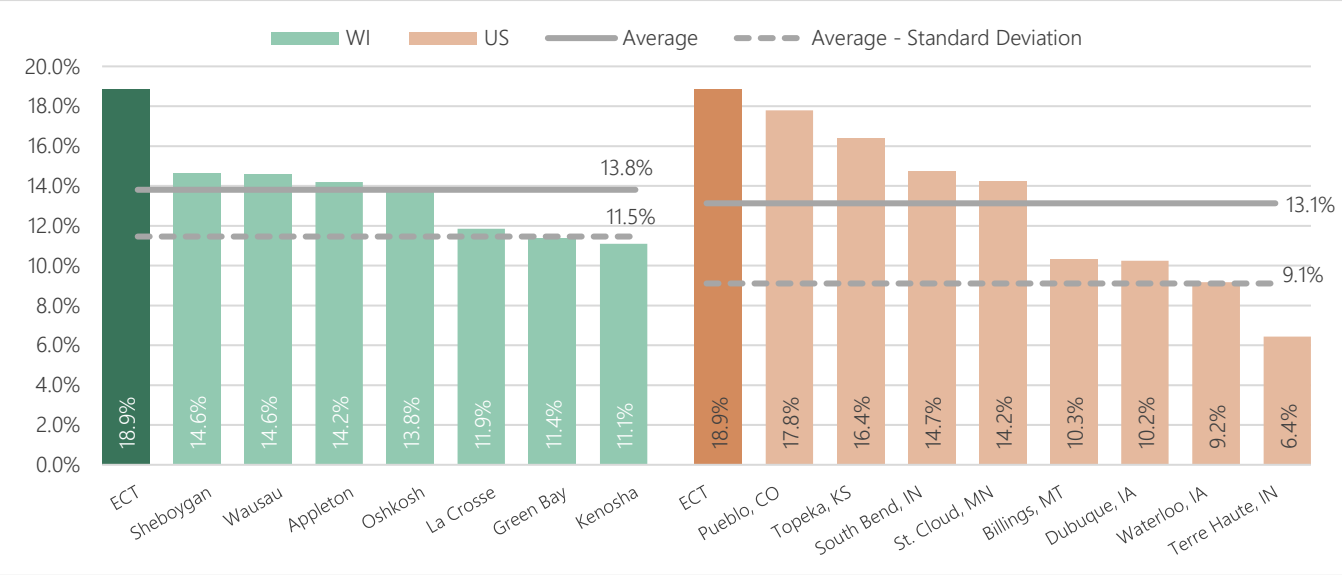
Table 17: Average Fare per Passenger Trip, 2013-2017 Trend Performance

Peer Group	Annual Rate of Change			
	Average	Std. Dev.	Satisfactory Range	ECT Relative to Peer Group
ECT	7.0%	--	--	--
Wisconsin Peer Group	1.5%	2.9%	≥ -1.5%	Better than average
National Peer Group	4.1%	8.0%	≥ -3.9%	Better than average

Source: National Transit Database, 2013-2017. Note: Any discrepancies in Satisfactory Range numbers are due to rounding.

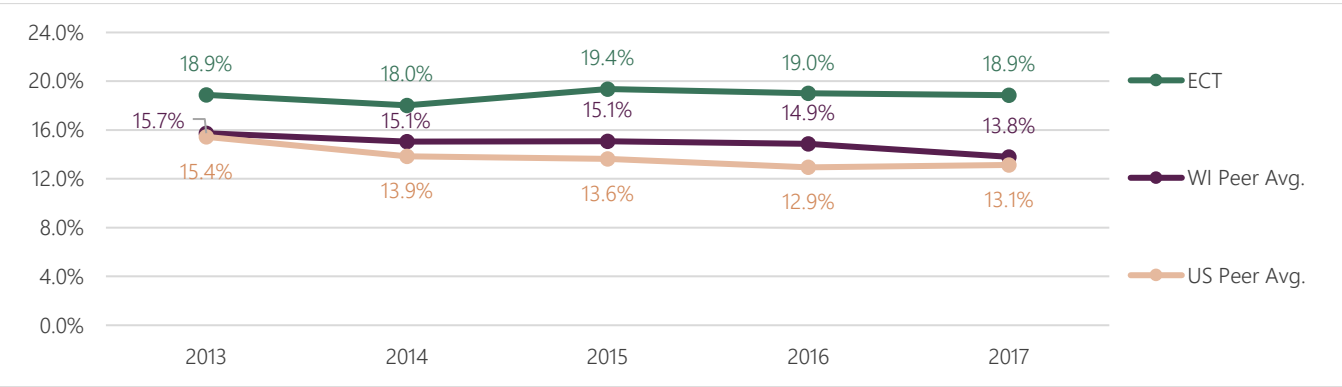
The ratio of revenues to operating expenses measures the level of operating expenses that are recovered through passenger fare payment. This measure is also simply referred to as the **operating ratio or farebox recovery**.

Figure 51: Operating Ratio, 2017 Peers



Source: National Transit Database, 2017.

Figure 52: Operating Ratio Compared to Peer Averages, 2013-2017



Source: National Transit Database, 2013-2017.

Table 18: Operating Ratio, 2013-2017 Trend Performance

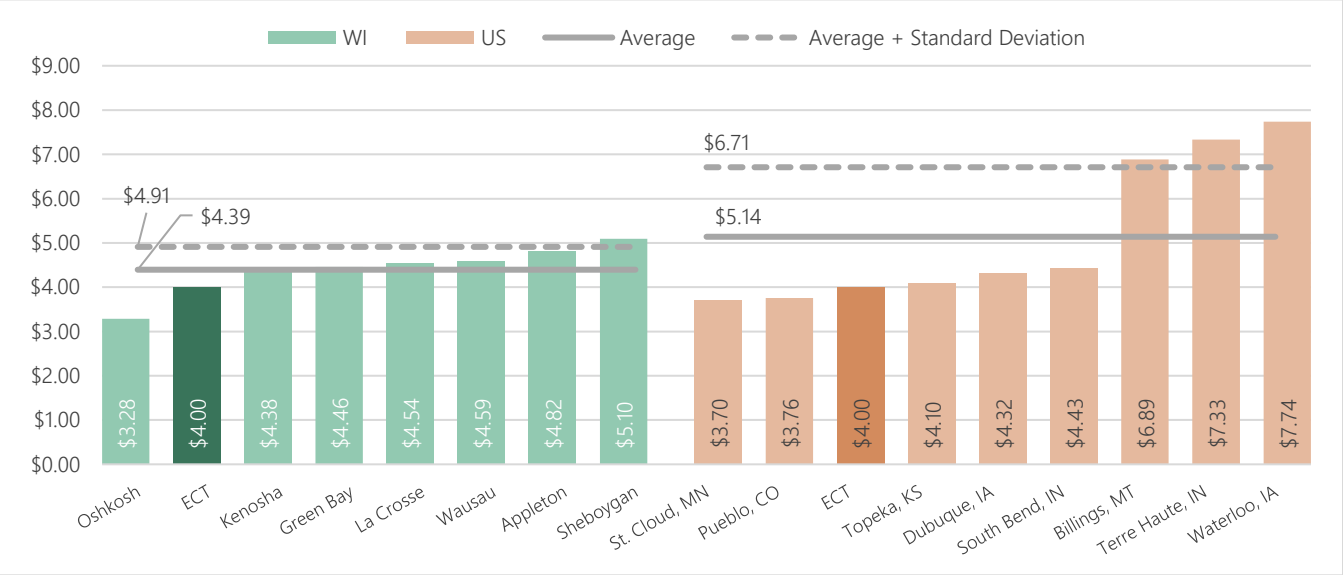
Peer Group	Annual Rate of Change			
	Average	Std. Dev.	Satisfactory Range	ECT Relative to Peer Group
ECT	0.0%	--	--	--
Wisconsin Peer Group	-3.4%	2.7%	≥ -6.1%	Better than average
National Peer Group	-2.0%	9.8%	≥ -11.8%	Better than average

Source: National Transit Database, 2013-2017.

Net expense (subsidy) per passenger trip is used to measure the cost of each passenger trip that is paid for by public operating subsidy. Subsidy per passenger trip is calculated by subtracting passenger revenues from total operating expenses and dividing by total trips. The higher the operating subsidy, the more local, state, and federal resources are required

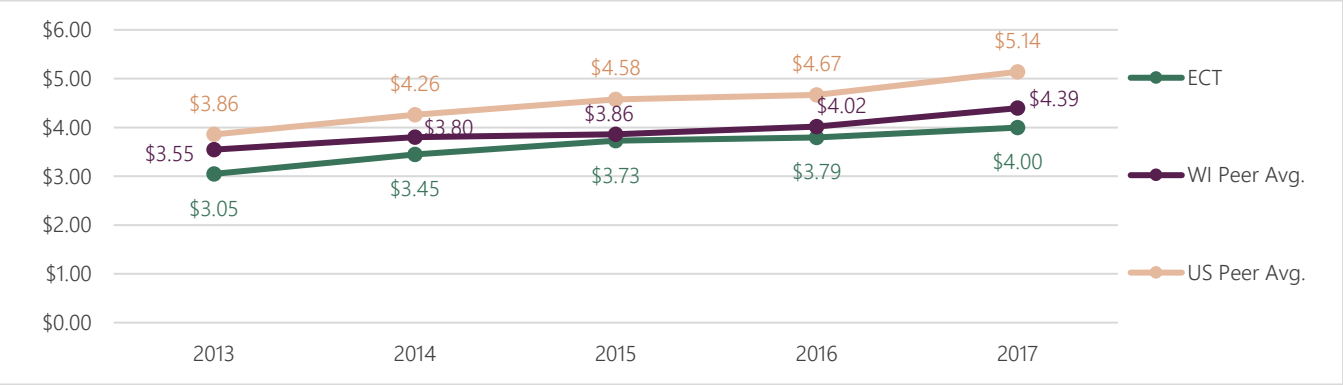
to cover expenses.

Figure 53: Subsidy per Passenger Trip, 2017 Peers



Source: National Transit Database, 2017.

Figure 54: Subsidy per Passenger Trip Compared to Peer Averages, 2013-2017



Source: National Transit Database, 2013-2017.

Table 19: Subsidy per Passenger Trip, 2013-2017 Trend Performance

Peer Group	Annual Rate of Change			
	Average	Std. Dev.	Satisfactory Range	ECT Relative to Peer Group
ECT	7.0%	--	--	--
Wisconsin Peer Group	5.7%	2.4%	≤ 8.1%	Worse, but within satisfactory range
National Peer Group	7.3%	5.4%	≤ 12.7%	Better than average

Source: National Transit Database, 2013-2017.

Summary

The symbols in Table 20 indicate the measures for which ECT was better than average, worse than average but satisfactory, or outside satisfactory range.

Table 20: Summary of ECT Performance Relative to Peers

Performance Objective	Performance Measure	Single Year: 2017		Trend Analysis: 2013-2017	
		WI Peer Comparison	US Peer Comparison	WI Peer Comparison	US Peer Comparison
Cost Effectiveness	Operating Expenses Per Passenger Trip	▲	▲	●	●
Cost Efficiency	Operating Expenses Per Revenue Hour	●	●	●	●
Service Effectiveness	Passenger Trips Per Revenue Hour	▲	▲	●	●
Market Penetration	Passenger Trips Per Capita	▲	▲	▼	●
	Revenue Hours Per Capita	▲	▲	●	▲
Passenger Revenue Effectiveness	Average Fare Per Passenger Trip	▲	▲	▲	▲
	Operating Ratio	▲	▲	▲	▲
	Subsidy Per Passenger Trip	▲	▲	●	▲
Key to Symbols	▲ Better than peer average				
	● Worse than peer average, but within satisfactory range (+/- one standard deviation)				
	▼ Outside satisfactory range				

In 2017, ECT performed better than average in seven of eight measures, and within satisfactory range in all eight measures compared to Wisconsin and national peer groups (Table 20). In most measures, ECT outperformed its national peers in 2017, and was very close or slightly better than average compared to its Wisconsin peers. ECT performed particularly well in 2017 in the three measures of passenger revenue effectiveness: average fare per passenger trip, operating ratio, and subsidy per passenger trip (Figure 49, Figure 51, Figure 53).

While its 2017 performance was overwhelmingly positive compared to peers, ECT is trending less well in measures that incorporate ridership. Over the five-year period from 2013 through 2017, ECT's ridership decreased 3.6 percent annually (Table 10). Meanwhile, annual revenue hours remained relatively constant and operating expenses increased on average 3.2 percent annually. These trends have resulted in some performance measures moving in the wrong direction between 2013 and 2017, including:

- operating expenses per passenger trip increasing at 7.0 percent annually (Table 12);
- passenger trips per revenue hour decreasing at 4.5 percent annually (Table 13); and
- passenger trips per capita decreasing at 4.5 percent annually (Table 15).

Overall, ECT performed well compared to its Wisconsin and national peer groups in 2017 and between 2013 and 2017. While some ridership trends were negative during the study period (2013-2017), the agency's more recent performance is promising. If these trends continue, ECT can expect to see improvements in the ridership-related performance measures relative to their peers.

PART 3: PUBLIC ENGAGEMENT

Public Engagement

Engagement efforts conducted in November and December of 2019 provided input on current conditions and generated ideas for service improvements from current riders and community members through an on-board passenger survey, a community survey, presentations and discussions with stakeholder groups, and through pop-up events at active destinations in the city, like the UW-Eau Claire campus and public library.

Stakeholder Meetings & Pop-Up Events

The outreach process included small group discussions and interviews with stakeholders to gain their perspectives on how transit service can make their communities better places to live and work. In doing so, valuable insights were gained from people with diverse viewpoints and experiences in the community; this stimulated creative thinking and enabled discussions to be driven by stakeholders.

Small group discussions took place in person and via conference call. Participants included those representing the needs of K-12 students and their facilities, the Eau Claire Area Chamber of Commerce, UW-Eau Claire Student Senate Intergovernmental Affairs committee, Eau Claire Housing Authority, health and social service providers, workforce training and development participants, and community-based organizations like Joining Out Neighbors Advancing Hope (JONAH) and the Chippewa Valley Transit Alliance (CVTA).

The project team spent time engaging those who were unable to attend a meeting or have a phone call by spending time in community places. These "pop-up" events enable brief but impactful engagement with the broader public, especially those who are less likely to attend a formal meeting, including low-income people, those working multiple jobs, and busy families.

This engagement strategy allows opportunity to introduce the project in an informal setting and initiate open dialogue with community members. At the pop-up events, community members could talk with the project team and provide input through dot exercises and filling out the community survey. The project team held pop-up meetings at the open house for the new Transfer Center project, at the UW-Eau Claire Student Center, the L.E. Phillips Memorial Public Library, with the Eau Claire Housing Coalition, and multiple times at the Transfer Center.

Summary

The following is a summary of themes that emerged from stakeholder meetings, pop-up events, and conversations with transit riders. Stakeholders were asked to consider tradeoffs and make choices about which service improvements they would make, including with limited available funds.

Service Span and Frequency

- The need for **Sunday service** was a common theme. Business, housing, and social service stakeholders tended to list the introduction of Sunday service as an essential improvement, citing transportation to employment centers, the mall, and for religious activities.
- **Expanding the span of service** would enable more workers to use transit. Business and workforce development stakeholders noted that service should operate later in the evening in order to serve second- and third-shift workers in the industrial and retail sectors. Currently, ECT routes do not run late enough for second-shift workers who end their shifts around 11 PM. The service should also start earlier to cover shifts starting at 6 AM. Businesses have expressed interest in discussing the idea of aligning shift start and end times.
- **Evening service** should be available until 9:00 p.m. Monday through Thursday, and until 11:00 p.m. on Friday and Saturday nights; a public safety issue for students
- Oakwood Mall is the busiest on the **weekends**, but transit is only provided on a limited basis on Saturdays and not at all on Sundays. Many businesses and industrial parks now operate on Sundays too to cover up for the staffing shortage during the week.
- The business stakeholder group would like to see an **expanded service scenario** to see what the costs would be and by how much service would be improved with additional funding. **Coverage and span are more important than frequency**, from the non-retail employer perspective.
- The UW-Eau Claire community shared that they prefer **weekday improvements over weekend improvements,** and that they prefer the addition of Sunday service over Saturday service improvements.
- Hourly service is inconvenient; **more frequent service** would improve convenience and increase ridership, including on Saturdays.
- K-12 and UW-Eau Claire student stakeholders noted the need for **schedule improvements** to better match class schedules. Express bus scheduled could be changed to improve convenience for K-12 students and their families, especially in the morning. UW-Eau Claire students shared that many classes get out at 50 minutes past the hour and that current schedules for routes 9 and 19 are inconvenient.

Reliability

- Service **reliability** is essential if ECT wants to attract new riders.
- If route schedules are posted, it is important for buses to follow them. A bus should never leave a scheduled timepoint before the scheduled time; **early buses are very frustrating**, especially if they run infrequently.
- Ridership is so high on Routes 9 and 19 that they are **consistently overloaded**, requiring students to wait for the next bus, adding at least 10 minutes to their trip.

Information

- Stakeholders believe information about existing transit service could be improved through **better marketing** and **information.**
- Trying the bus for the first time is **intimidating**
- Information sharing could be improved through a **transit ambassador program** to provide travel training to K-12 students and social service groups, an **improved website**, and better **information provided at bus stops** through electronic displays.

- While useful overall, the real-time bus arrival data in the **mobile app** does not update as frequently as it should, resulting in missed buses; the app provides a "false sense of security."
- K-12 students and parents believe there is a perception issue regarding **transit safety**.
- Some stakeholders hoped for opportunities to expand branding on the **environmental benefits** of increased transit use.

Affordability

- Social service and K-12 groups were concerned about transit affordability.
- While the costs of fares and passes are relatively low, families with low incomes may still not be able to afford them. **Fare pass programs require a large upfront expenditure**, resulting in the use of individual cash fares instead, even if cash fares are more costly in the long run.
- Many low-income families in the city do not have **access to a car**.
- UW-Eau Claire students believe the **free rides with their campus ID** are a great asset to them and to the transit system overall.
- Business leaders are interested in exploring opportunities to set up a business bus pass program; K-12 stakeholders indicated interest in such a program for faculty and staff.

Ridership Demand

- There is a **plan to meter the streets surrounding UW-Eau Claire**, this may cause more students, faculty and staff to want an alternative mode to get to and from campus, potentially increasing demand for transit.
- Ridership has been declining for K-12 school students. Stakeholders believe a **microtransit or on-demand** program with an emphasis on safety may be beneficial, especially for the youngest students who can't ride the transit system independently.

Accessibility

- Stakeholders **prefer shorter walks** to the bus stop to improve accessibility, especially in the winter. The city has a few hills and river bluffs that are difficult to climb.
- Longer trips on the bus are not necessarily bad, as long as service is **frequent**.
- Business leaders indicated people will ride the bus to the end of the line and **walk the final one or two miles to work.**
- The current Transfer Center is perceived to be run-down and not well-lit; this will improve with the new facility. It is important that the new Transfer Center be a place with activity and many uses, not just a "hangout place."
- Stakeholders would like to see more **benches and lighting at bus stops**, especially for university routes.
- People with disabilities have **difficulty boarding crowded buses** on the university routes.

Technology

- Stakeholders would like to see **mobile ticketing options** to pay their fares.
- The on-bus **Wi-Fi** rarely works.
- At major bus stops, stakeholders would like to see **digital information displays** with arrival time information.
- The **website** is perceived to be confusing and not intuitive.

Service Coverage and Quality

The following locations were listed as important but not currently served (or not well served) by transit:

- Menards Distribution Center: new workforce housing development with 500 units to be built nearby
- New housing around Jeffers Road
- Chippewa Valley Technical College
- Gateway industrial parks in northwest Eau Claire
- Housing near Mill Run
- West side, near WI 312 and US 12
- North side
- Greyhound stations outside city limits
- River Prairie, Altoona
- Hillcrest Estates, mobile home community in Altoona
- Devney Park and Southeast Altoona
- Pablo center for shows at night
- Cannery District
- Fleet Farm and workforce housing south of I-94
- Apartments around Fairfax Street and to the east
- Meadowview by campus
- McKinley Charter School
- Sky Park Industrial Center
- Oakwood Mall underserved
- Target area mall, commercial area
- Between Upper Campus and Fairfax Street
- Between Westridge Center from Stein Boulevard

The following specific service improvements suggestions were collected from stakeholders and the public:

- Service on Routes 9 and 19 is confusing because of differences in weekday, evening, and Saturday alignments.
- Operate the Saturday Route 9 alignment on weekdays, providing a connection between the UW-Eau Claire campus and the Oakwood Mall
- Additional frequency in the morning and evening for Route 9
- Operate Route 9 later in the evening and Route 19 more frequently during the existing span of service
- Route 17 is too big of a loop; shorten; should be bidirectional
- Bring back the old Altoona route
- Route 17 stop in the large parking lot on Fairfax, across from CCF Bank to help Eastridge Estates residents Two routes in Altoona, with one operating late weekdays and Saturdays
- More stops along Route 17 on Bartlett Avenue and Division Street
- Circulator around the Memorial High School area, eliminating need to travel to downtown Transfer Center
- Add a second weekday morning trip to express routes, enabling more flexibility for K-12 students; a second afternoon trip would be nice as well.

On-Board Survey

The purpose of conducting the on-board passenger survey was to gather information about how the transit system is working for customers, identify areas of need and priorities, and gather demographic information. Surveys of transit customers, often referred to as on-board surveys, are useful in informing a transit system's planning and operations functions; they enable staff and elected officials to make data-driven decisions.

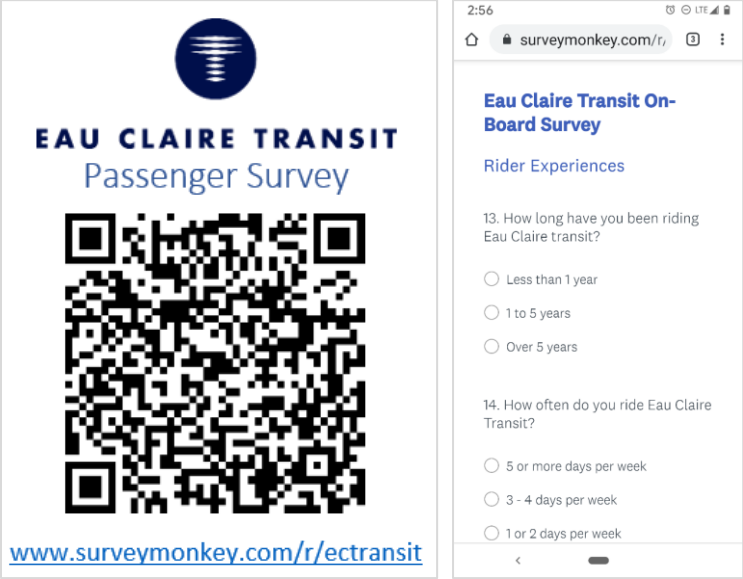
Methodology

The survey consisted of 28 questions, presented concisely to maximize legibility and responses. Questions included the subjects of the passenger's trip origin and destination, trip purpose, and bus transfer information; demographics; the passenger's experience, and which potential improvements would be preferred by riders.

The survey was conducted in both online and paper format. The online survey was promoted using small cards handed out to riders as they waited for, boarded, or rode fixed route buses. Shown in Figure 55, the card included a weblink and a QR code leading to the online survey. The online survey was accessible via a web browser or a mobile device. The paper version of the survey – including all questions – is shown in Appendix B. As an incentive to participate in the survey, those who voluntarily entered their contact information at the end of the survey we entered to win one of several $20 gift cards.

On-board surveys were primarily collected by six or seven trained surveyors over the course of Tuesday, November 19 and Wednesday November 20, 2019, between 7:15 a.m. and 6:45 p.m. Additional surveys were collected by the drivers of evening bus routes on over the course of multiple nights that same week and the following week.

Figure 55: On-Board Survey QR Card and Mobile Interface



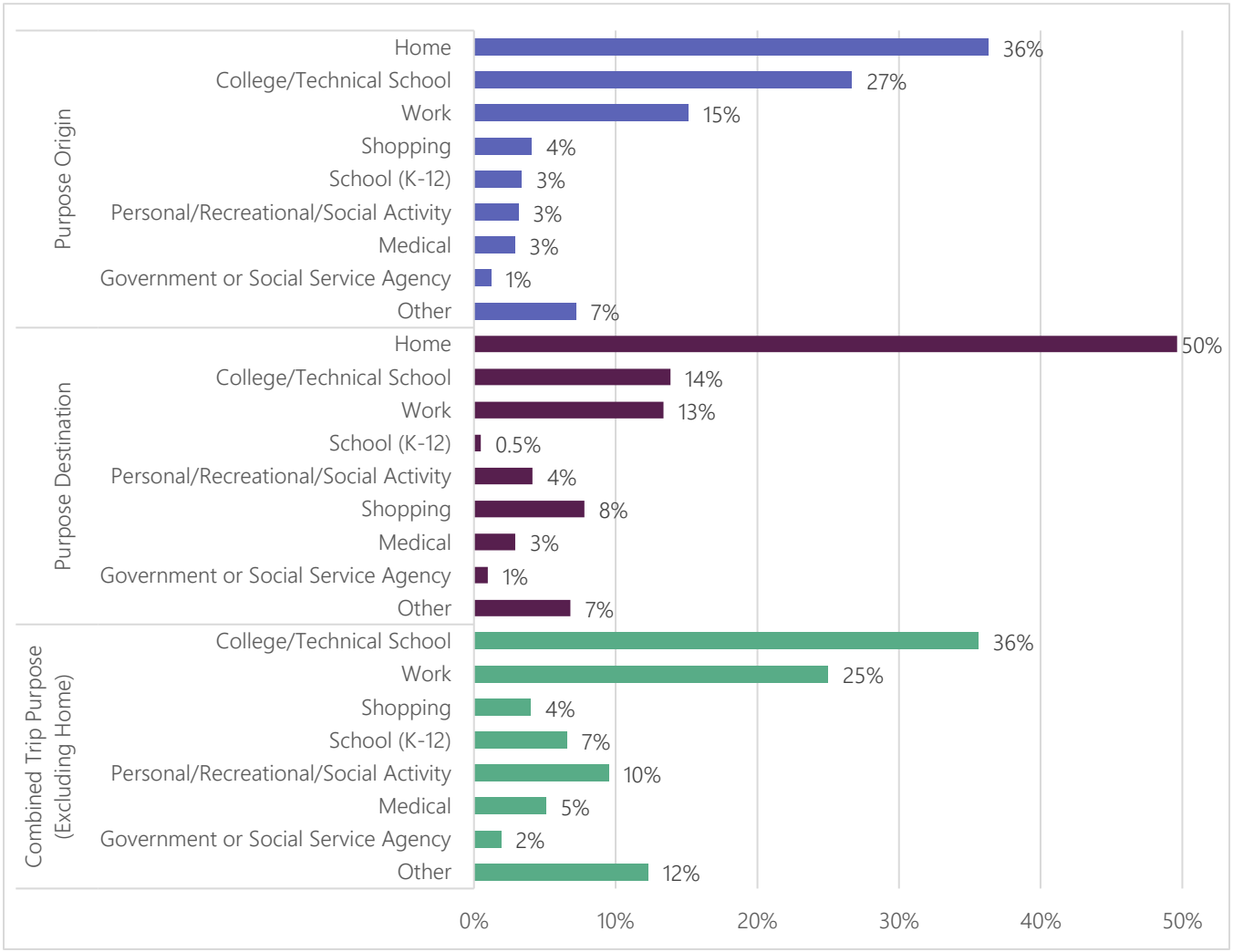
Findings

A total of 426 responses were collected, representing about 20 percent of average daily fixed route ridership. The online survey response equaled 183, while paper surveys accounted for 243 responses. Thirty-six percent (152) of on-board surveys collected are associated with Routes 9 and 19. There were 31 responses from passengers on evening routes, collected after 6:45 p.m. The number of surveys returned by route is included in Appendix B, along with the open-ended responses to Question 19. Below is a summary of the responses to specific on-board survey questions.

Trip Purpose

Figure 56 shows the reported trip purposes based on origins, destinations, and overall (excluding home) for ECT users. For 36 percent of users, college or technical school was the main purpose of their bus trip. The second highest use was for work trips, at 25 percent. There are fewer trips for purposes such as personal, recreational, or social activities (10 percent), or for K-12 school trips (7 percent).

Figure 56: Trip Purpose

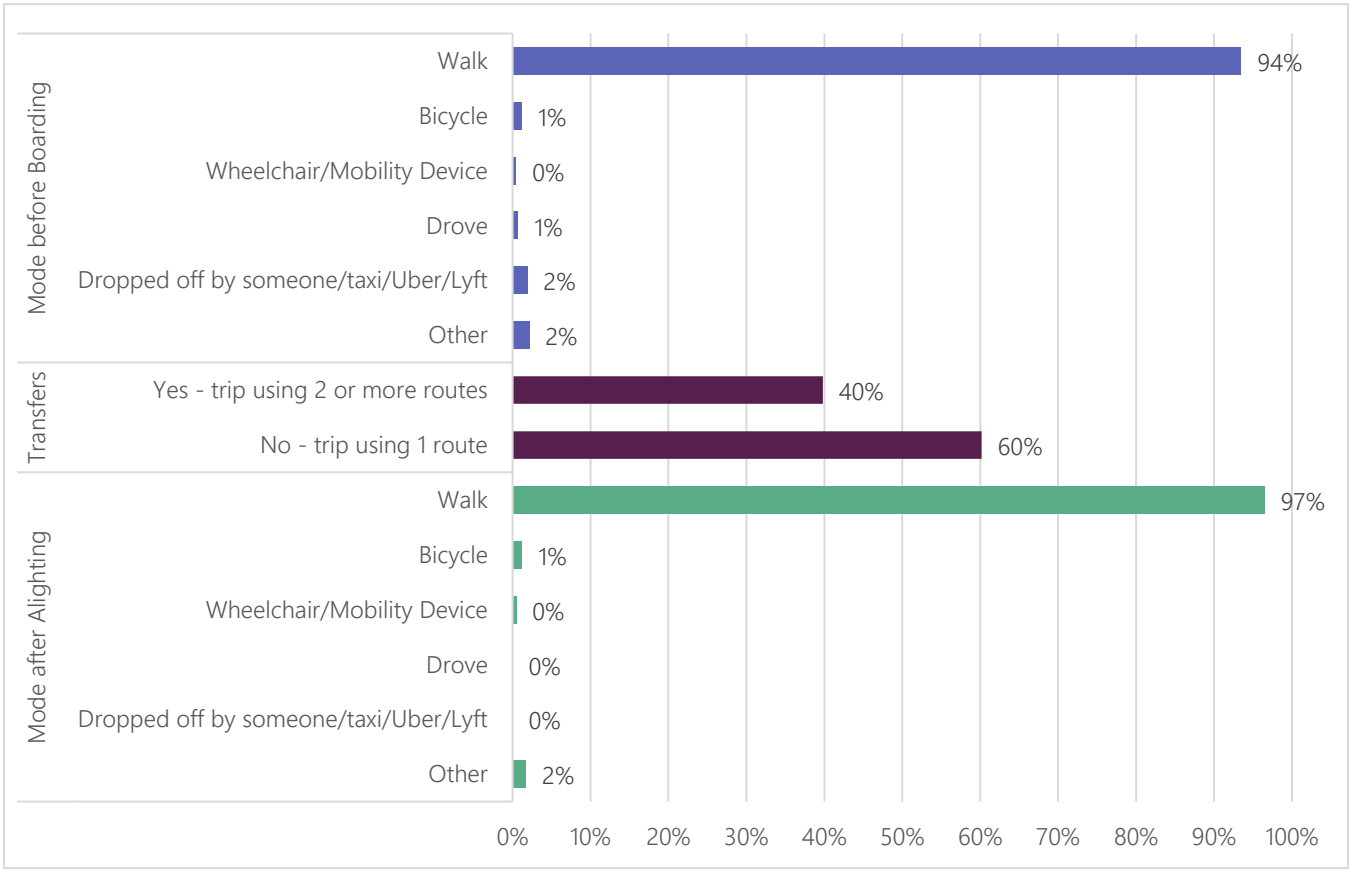


Source: On-board survey, conducted November 19 through November 27, 2019.

Travel Mode and Transfers

Figure 57 shows the travel mode of bus passengers before boarding the first bus of their trip, whether they transferred during their one-way trip, and the travel mode after getting off their last bus of their trip. By far the most common travel mode before and after a trip was walking, with over 90 percent walking to and from the bus. Forty percent of riders indicated they transferred during their trip.

Figure 57: Travel Mode and Transfers



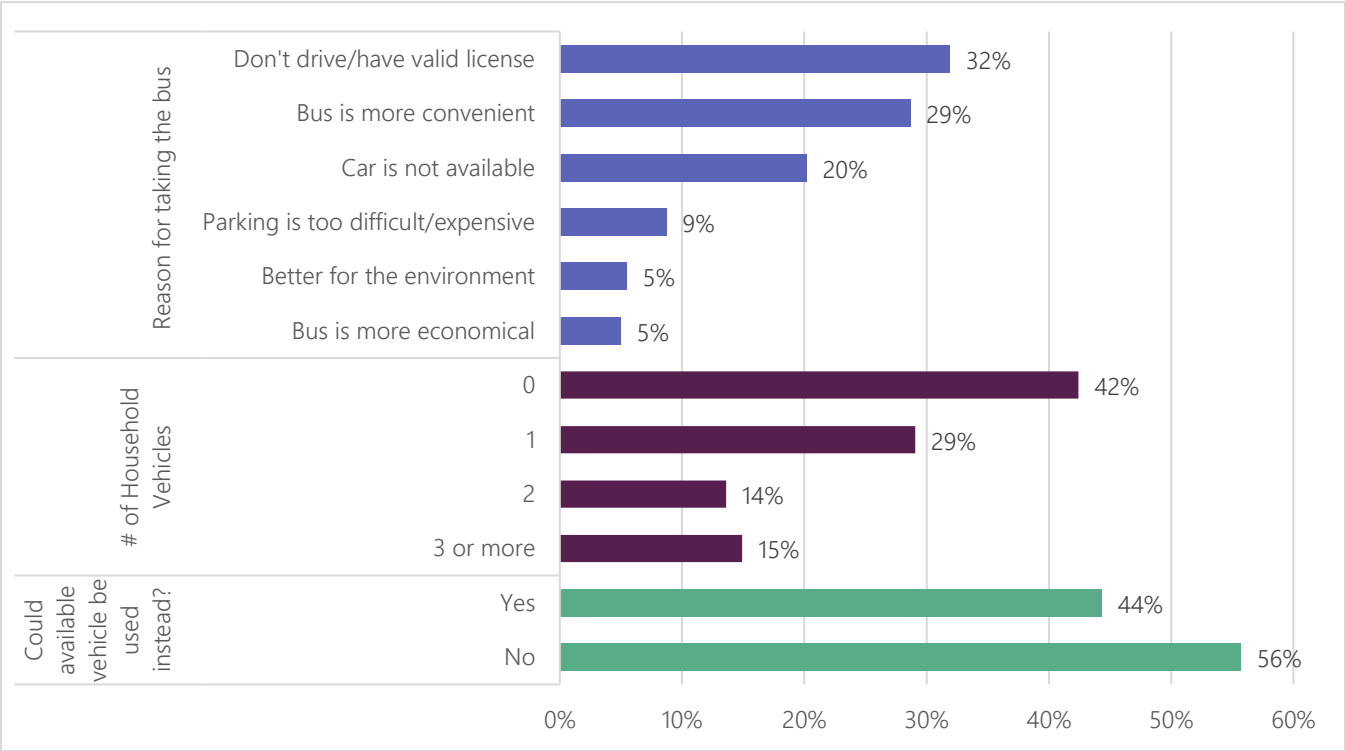
Source: On-board survey, conducted November 19 through November 27, 2019.

Bus Mode Choice and Vehicle Availability

Figure 58 shows the main reason passengers chose the bus for their trip. The top two reasons include bus riders not being able to drive or not having a valid driver's license (32 percent) and the bus being more convenient (29 percent). Fewer people chose the bus because a car is not available (20 percent) or because parking is too difficult or expensive (9 percent).

Forty-two percent of passengers have no access to a vehicle in their households, while 29 percent have a single car available. Of the 68 percent of passengers with a vehicle available in their household, 44 percent could have used their car instead of the bus for their trip, while this was not an option for 56 percent of passengers who had a car available at home.

Figure 58: Bus Mode Choice and Vehicle Availability



Source: On-board survey, conducted November 19 through November 27, 2019.

Ridership Experience

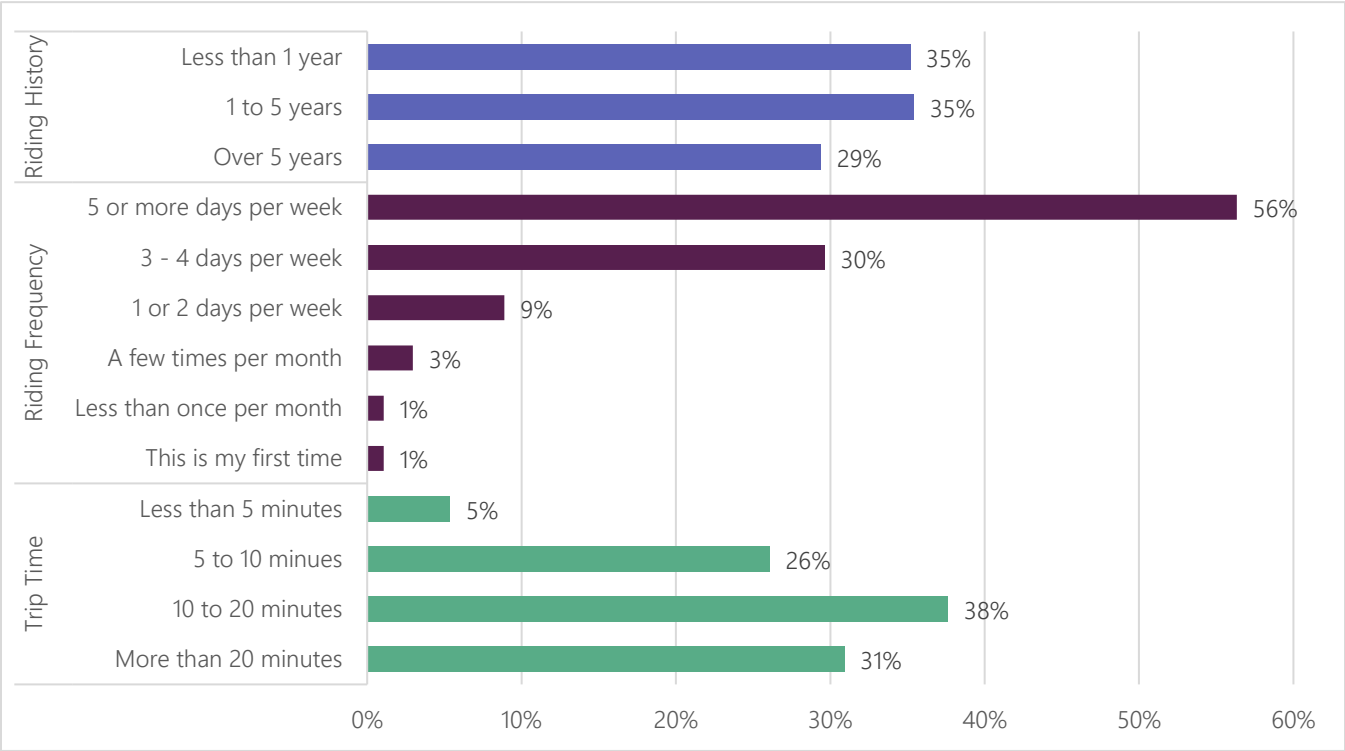
The ridership experience results are shown in Figure 59. The survey asked people to identify how long they have been riding ECT, how frequently they ride the bus, and the typical amount of time spent on the bus per trip. Over 70 percent of riders have been passengers for less than five years, with 35 percent indicating they started to ride the bus in the past year. This is affected by a community with a large student population where there is a regular influx of new people who rely on transit for university classes.

Over half of bus passengers ride the bus five or more days per week. A fast majority of passengers spend more than 10 minutes on the bus per trip, with 31 percent riding more than 20 minutes on the bus per trip.

Customer Satisfaction

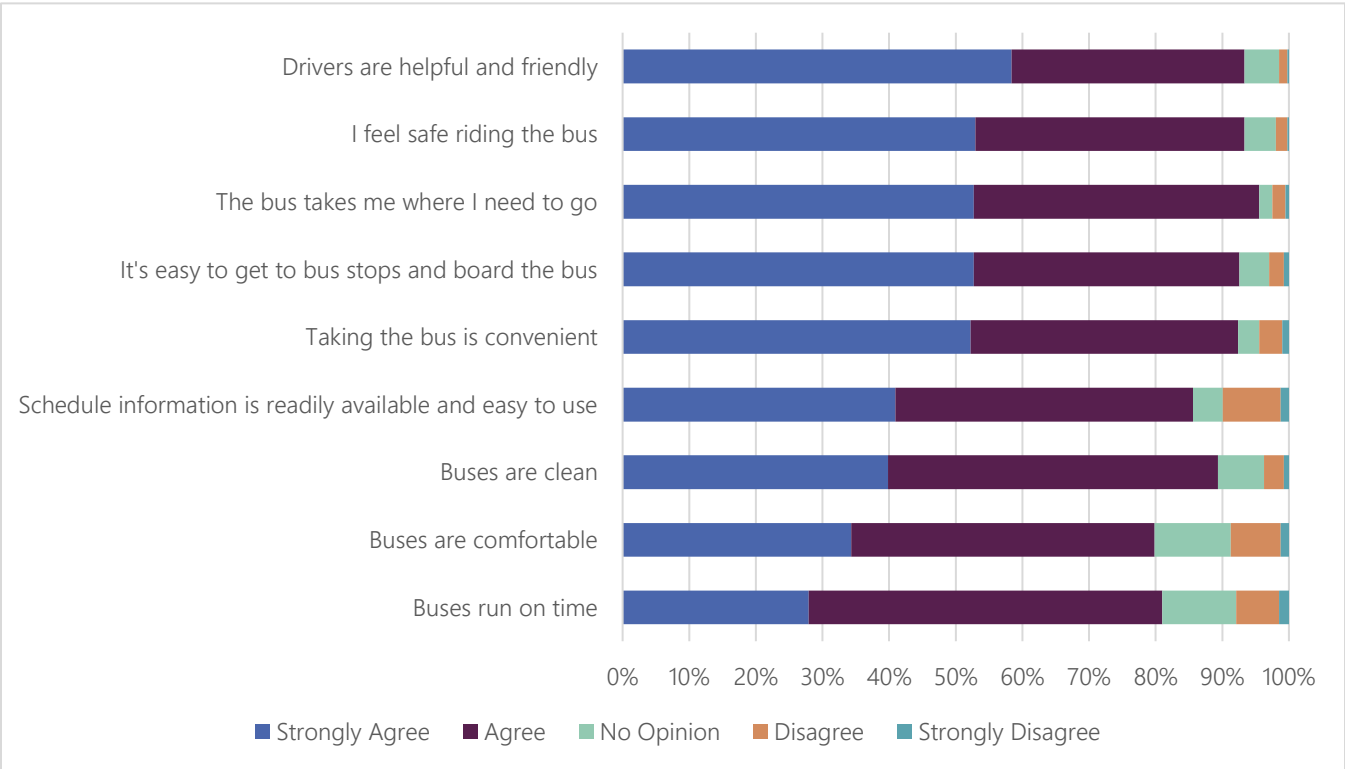
Passengers were asked whether they agreed or disagreed with statements describing attributes of the transit service. The statement passengers strongly agreed with the most was "Drivers are helpful and friendly," followed by four statements with over fifty percent of passengers indicating that they "strongly agree"; these include: "I feel safe riding the bus," "The bus takes me where I need to go," "It's easy to get to bus stops and board the bus," and "Taking the bus is convenient" (Figure 60). While the least agreed upon statement was "Buses run on time," over 80 percent still either strongly agreed or agreed with the statement.

Figure 59: Ridership Experience



Source: On-board survey, conducted November 19 through November 27, 2019.

Figure 60: Customer Satisfaction

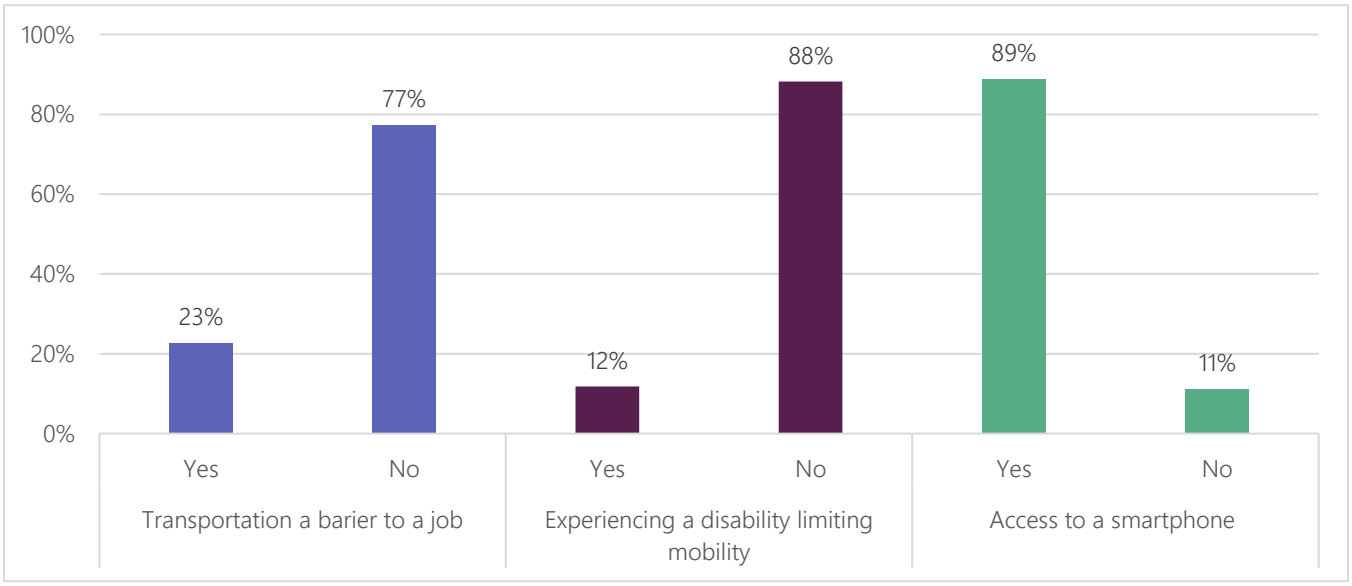


Source: On-board survey, conducted November 19 through November 27, 2019.

Accessibility

The survey asked three questions regarding transportation accessibility. Twenty-three percent of respondents answered "yes" when asked whether passengers have ever experienced transportation to be a barrier to seeking or keeping a job (Figure 61). Twelve percent of passengers indicated that they have a disability that limits their mobility.[4] A vast majority (89 percent) of passengers have access to a smartphone or internet-connected mobile device; such devices enable passengers to access ECT's real-time bus information via its app or website.

Figure 61: Transportation Barriers, Mobility, and Smartphone Access



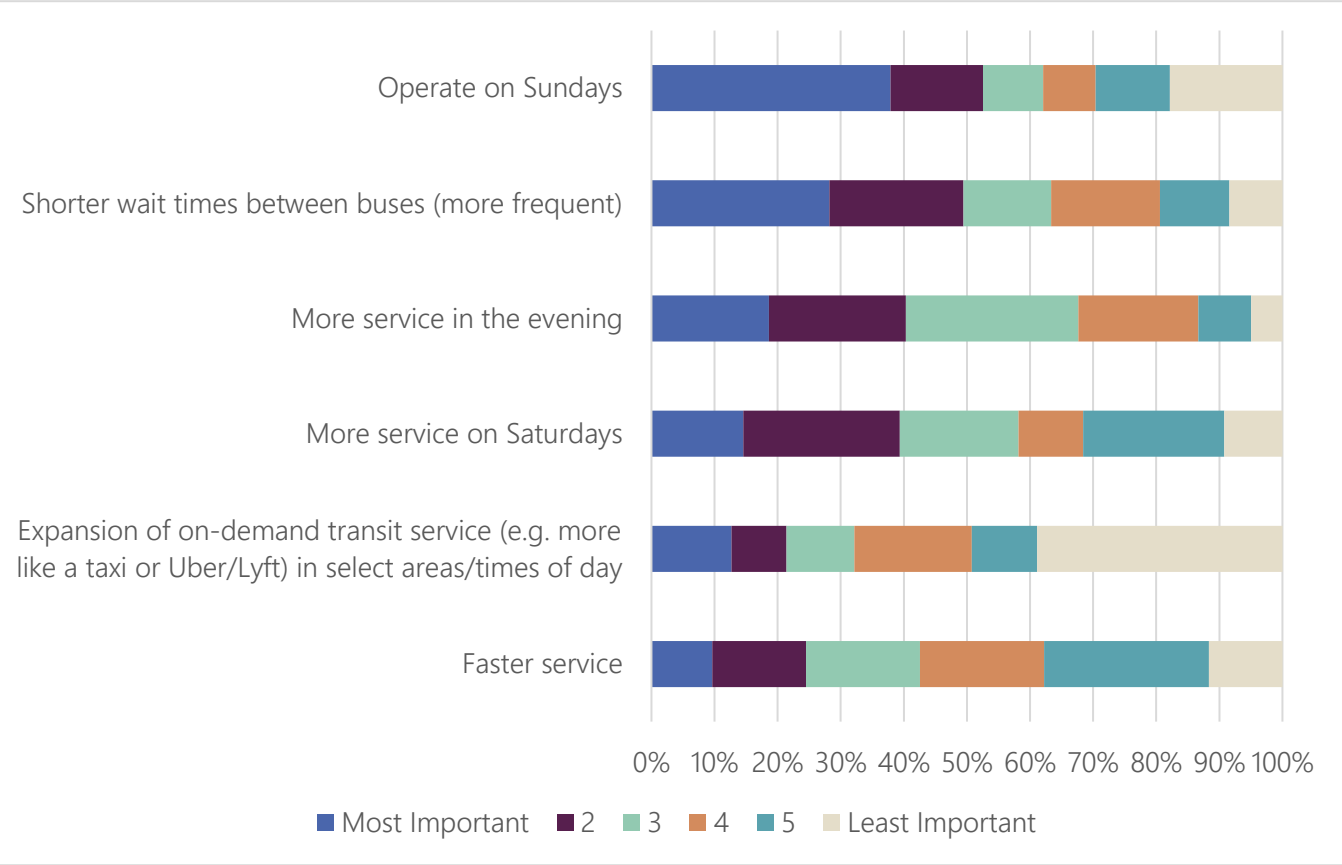
Source: On-board survey, conducted November 19 through November 27, 2019.

[4] The on-board survey was distributed to passengers of fixed route service. ECT also provides complimentary paratransit for qualifying residents; those passengers are not reflected in this survey.

Potential Improvement Preferences

Passengers were presented six potential transit service improvements and asked to rank them (Figure 62). The most popular system improvement was to operate service on Sundays, with more than 50 percent of respondents ranking it first or second. The second most desired improvement was to run buses more frequently, with almost half of respondents selecting it as their first or second most preferred. The least desired of the six potential improvements were faster service and expansion of on-demand transit service options.

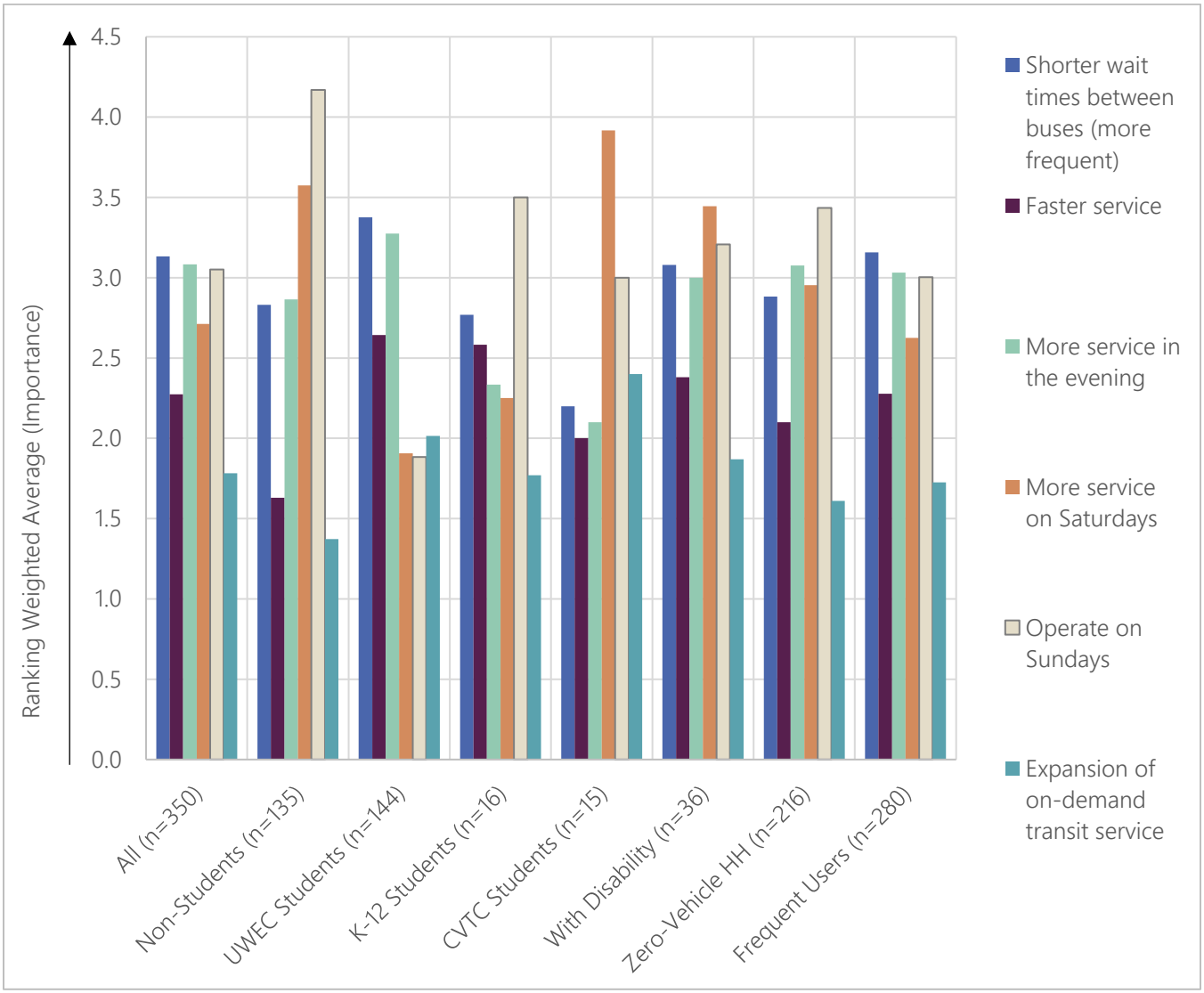
Figure 62: Potential Improvements



Source: On-board survey, conducted November 19 through November 27, 2019.

Figure 63 displays the results of this same question in a different format; a weighted average score was calculated for each potential improvement, then calculated separately for different demographic/user groups based on responses to other questions. Figure 63 reveals the relatively most and least important potential improvements for different types of ECT users.

Figure 63: Potential Improvements by Weighted Rank by User Groups

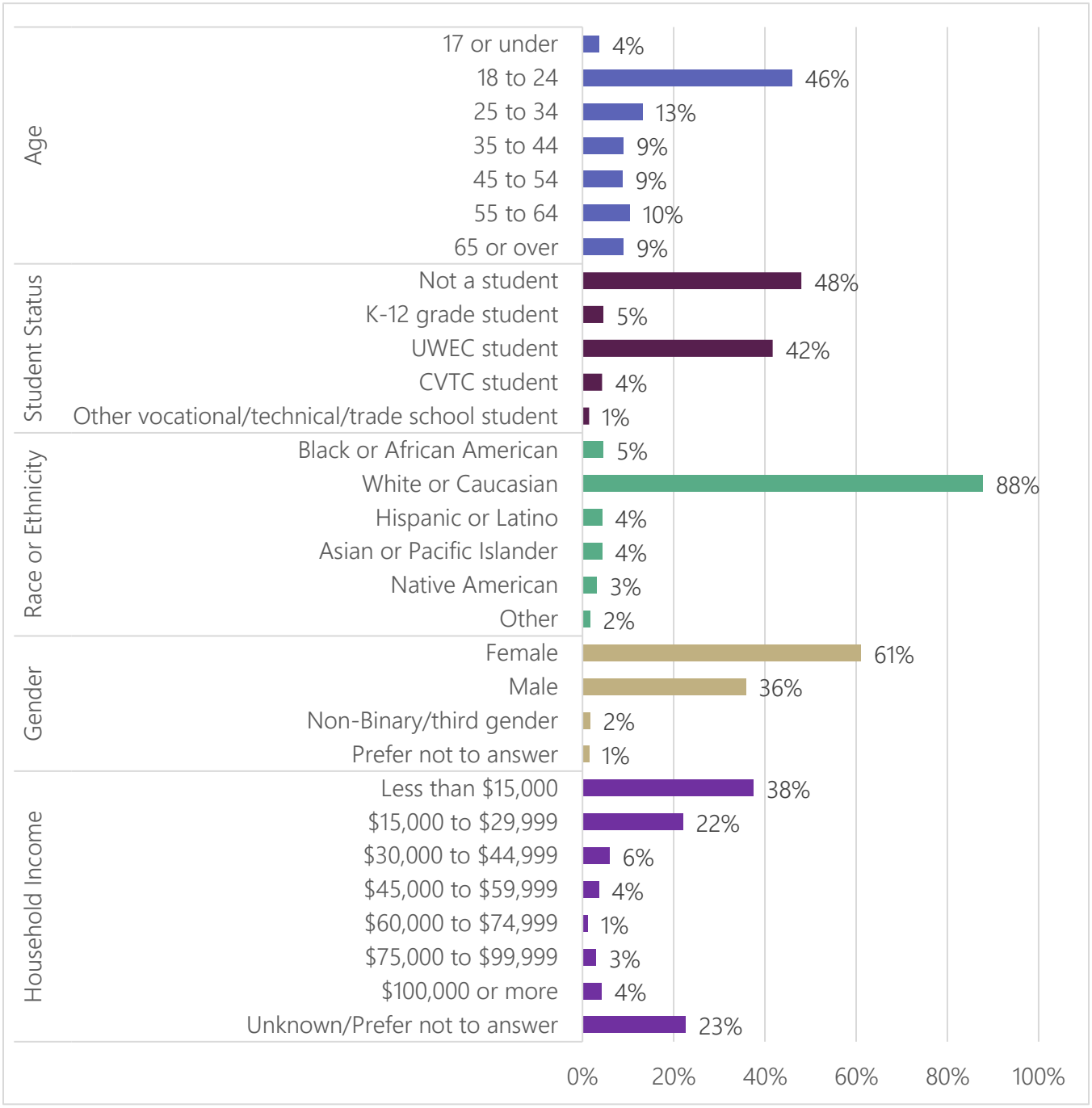


Rider Demographics

Figure 64 shows the demographic and socioeconomic characteristics of on-board survey respondents, including age, student status, race or ethnicity, gender, and household income. Almost half of the survey sample included people ages 18 to 24 (46 percent), which is close to the combined percentage of respondents attending UW-Eau Claire (42 percent), CVTC (4 percent), or other technical or trade schools (one percent).

For race or ethnicity, a large majority indicated "White or Caucasian" (88 percent). Over 61 percent of respondents identified as female. A majority (60 percent) have household incomes below $30,000 per year.

Figure 64: On-Board Survey Demographic and Socioeconomic Characteristics



Source: On-board survey, conducted November 19 through November 27, 2019.

Community Survey

Community surveys – distributed to transit riders and non-riders alike – help establish the value a community places on transit services and can provide insight for guiding future investments. The community survey addressed transit use, future travel patterns, and overall interest and willingness to support additional transit services in the community.

A web-based survey was developed to gather input from community members. The survey's link was posted on the ECT and City of Eau Claire webpages, shared with stakeholders representing K-12 and higher education students, neighborhood and business associations, and housing and social service organizations and agencies, among others. Stakeholders used their existing social networks to distribute and promote participation in the survey. The survey was available to the public from Tuesday, November 12 through Sunday, December 12, 2019. A total of 413 responses were collected during the month in which the survey was open.

Methodology

The community survey was designed to enable participation from as many users as possible. The survey collected information on the use of transit, the use and perception of transit, potential improvements, and demographic information, such as the number of vehicles in the household, income, age, race, and gender. Additional questions for UW-Eau Claire students, faculty and staff, and K-12 students and parents covered specific transportation issues these groups encounter and how ECT could better serve these populations. See Appendix C for a copy of the community survey.

The survey was conducted in both online and paper formats. The online survey was promoted through stakeholders' networks, on ECT and City webpages; online and paper versions of the survey were available during stakeholder meetings and pop-up events in the community. Like the on-board survey, participation was incentivized with the chance to win one of several $20 gift cards.

Findings

A total of 413 responses were collected, including 384 online survey response and 29 paper survey responses.[5] The number of valid responses for each question are including in Appendix C, along with the open-ended responses to Questions 4, 23, and 29. Below is a summary of the responses to specific on-board survey questions.

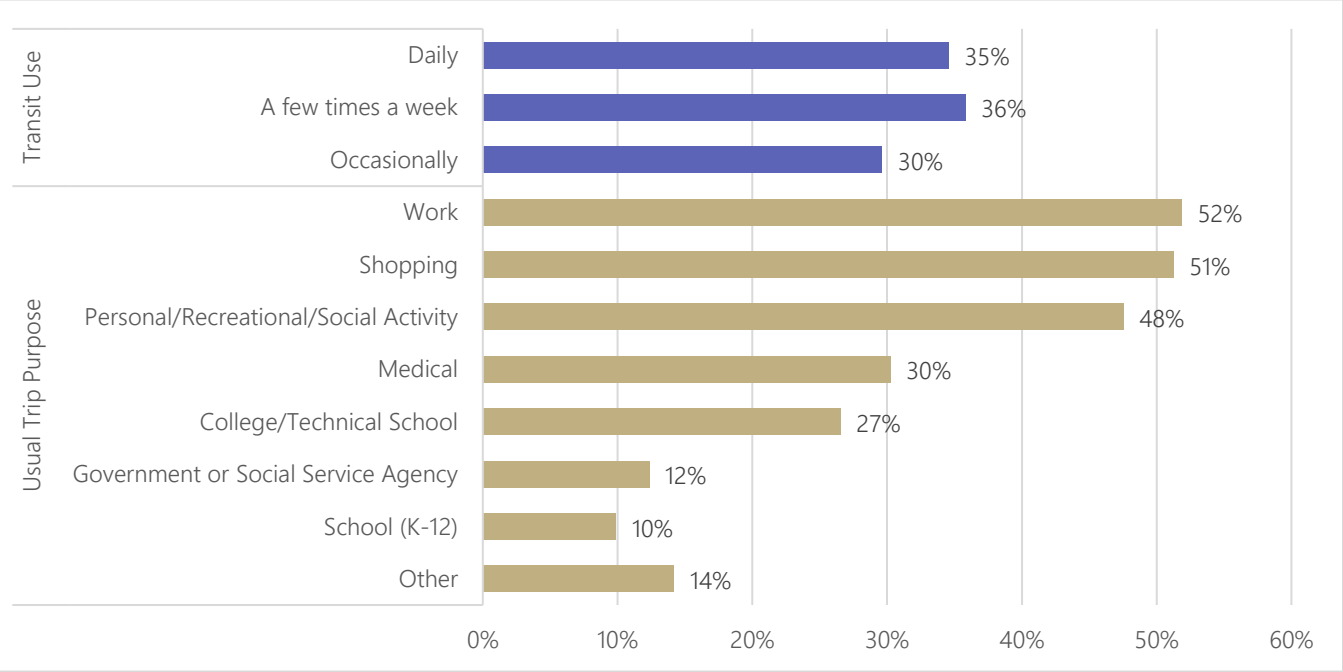
Transit Use

Forty percent of community survey respondents indicated someone in their household rides transit on a regular basis. Of this group, 35 percent use transit daily, 36 percent use it a few times per week. The most

[5] Survey count as of 12/8/2019

common trip purpose for those using transit regularly is work (52 percent of responses), shopping (51 percent), and for personal, recreational or social activities (48 percent), as shown in Figure 65.

Figure 65: Regular Transit Users



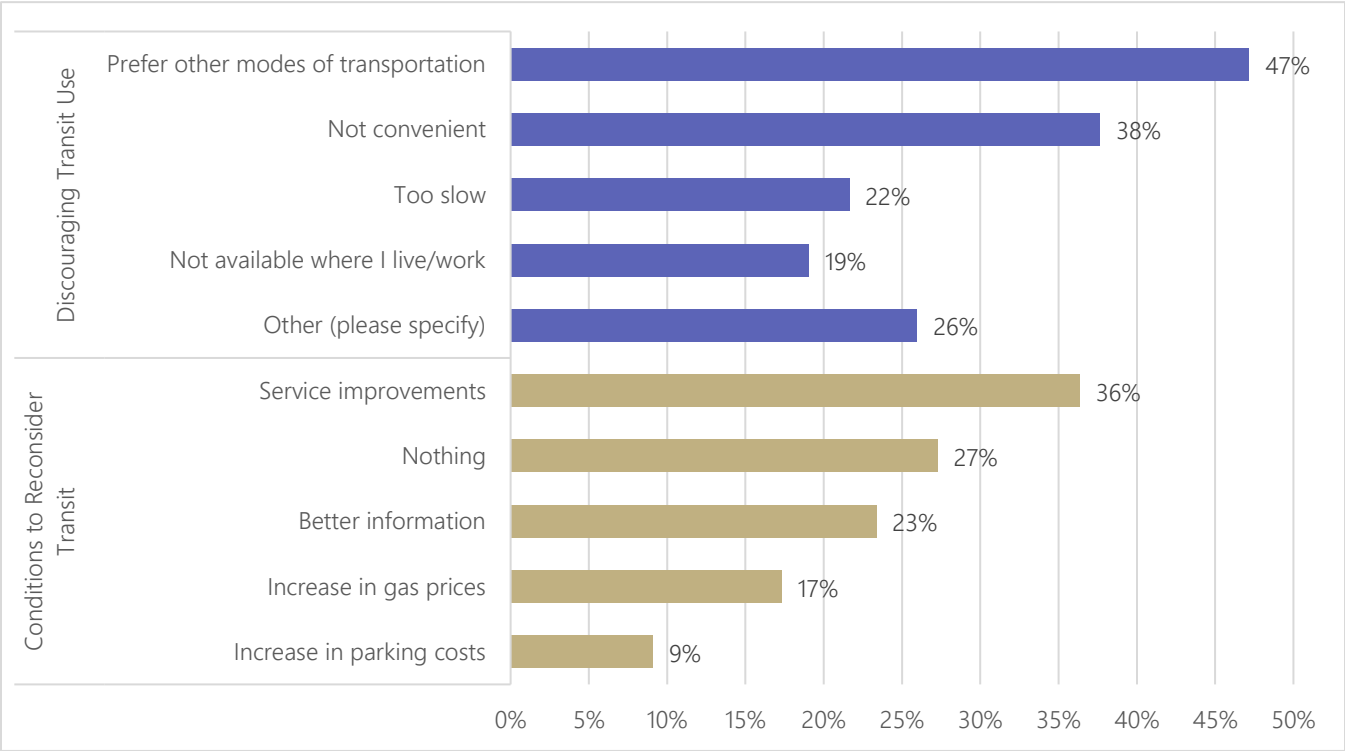
Source: Community survey, conducted November 12 through December 12, 2019.

The 60 percent of respondents who indicated they do not ride transit on a regular basis were asked to indicate all reasons discouraging them from doing so. Almost half of these respondents prefer other modes of transportation, while more than a third find transit inconvenient (Figure 66). When asked what conditions may lead them to reconsider using transit, 36 percent said service improvements and 23 percent said they would like access to better information.

Transit and the Community

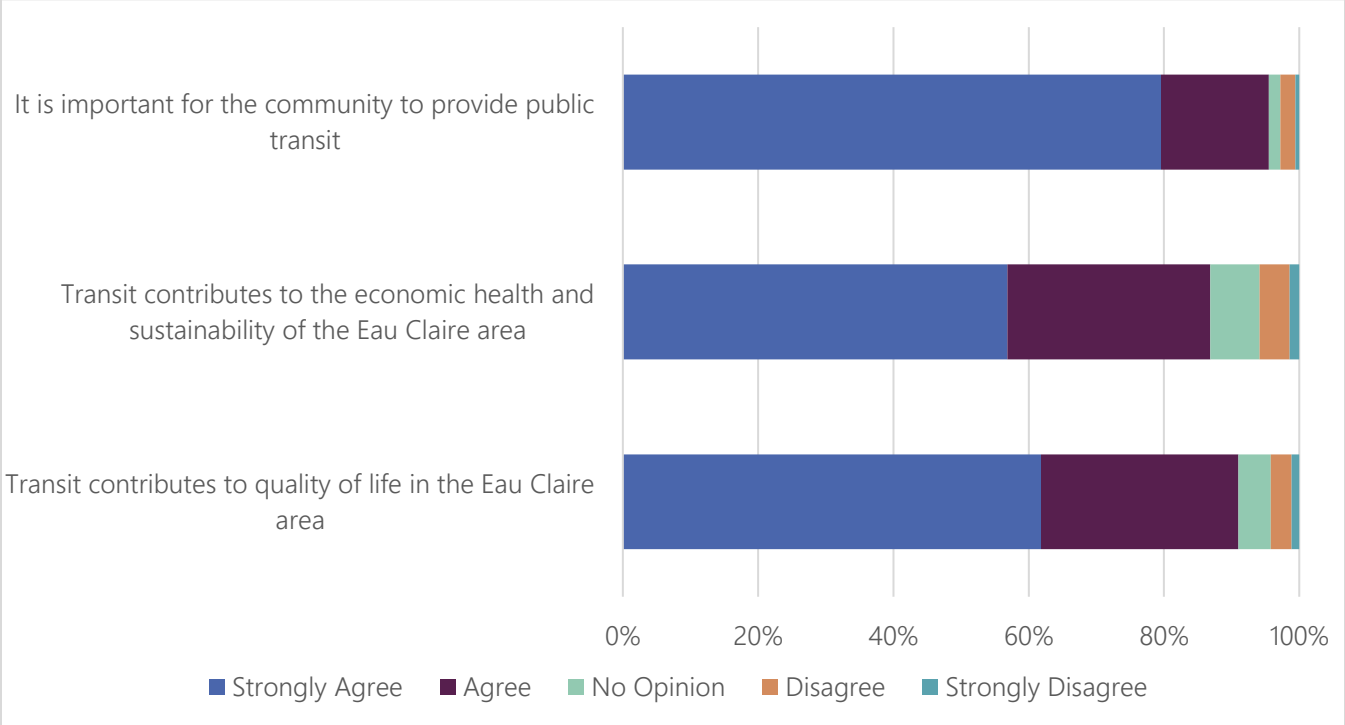
Respondents were asked whether they agreed or disagreed with statements describing the value of transit in the community. Summarized in Figure 67, overwhelming majorities agree that it is important to offer transit service, that transit service contributes to the economic health and sustainability of the community, and that transit service contributes to the quality of life in Eau Claire.

Figure 66: Non-Transit Users



Source: Community survey, conducted November 12 through December 12, 2019.

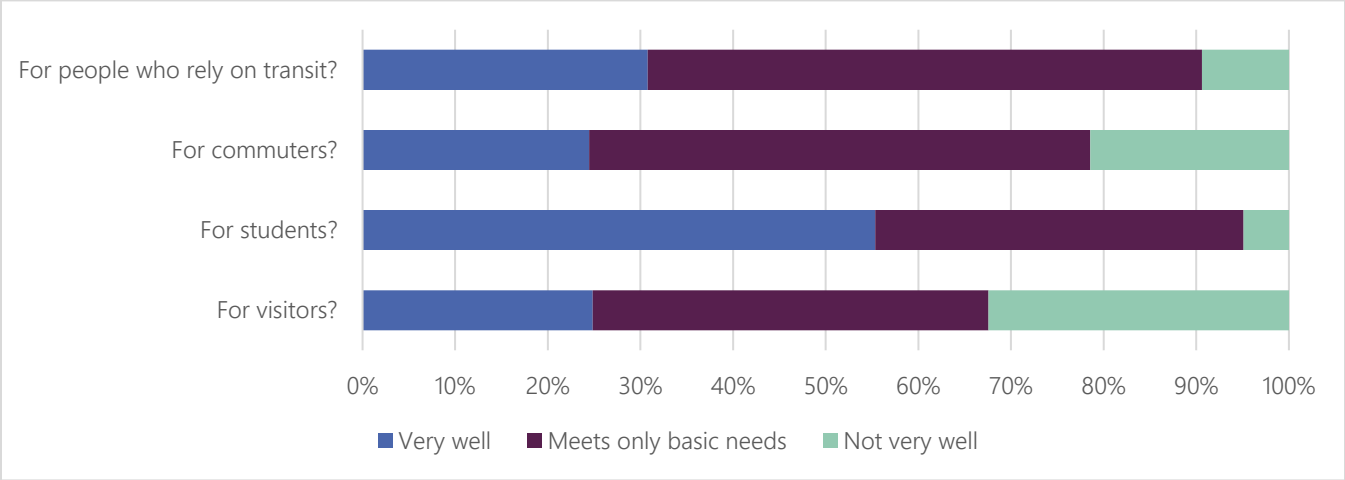
Figure 67: Community Value of Transit



Source: Community survey, conducted November 12 through December 12, 2019.

Asked whether ECT meets the transportation needs of various constituencies, the results were more mixed. While a majority agreed the needs of students are met very well, transit is perceived to only serve the basic needs for those who rely on transit, commuters, and visitors, as shown in Figure 68.

Figure 68: How Well Does Transit Meet Transportation Needs?

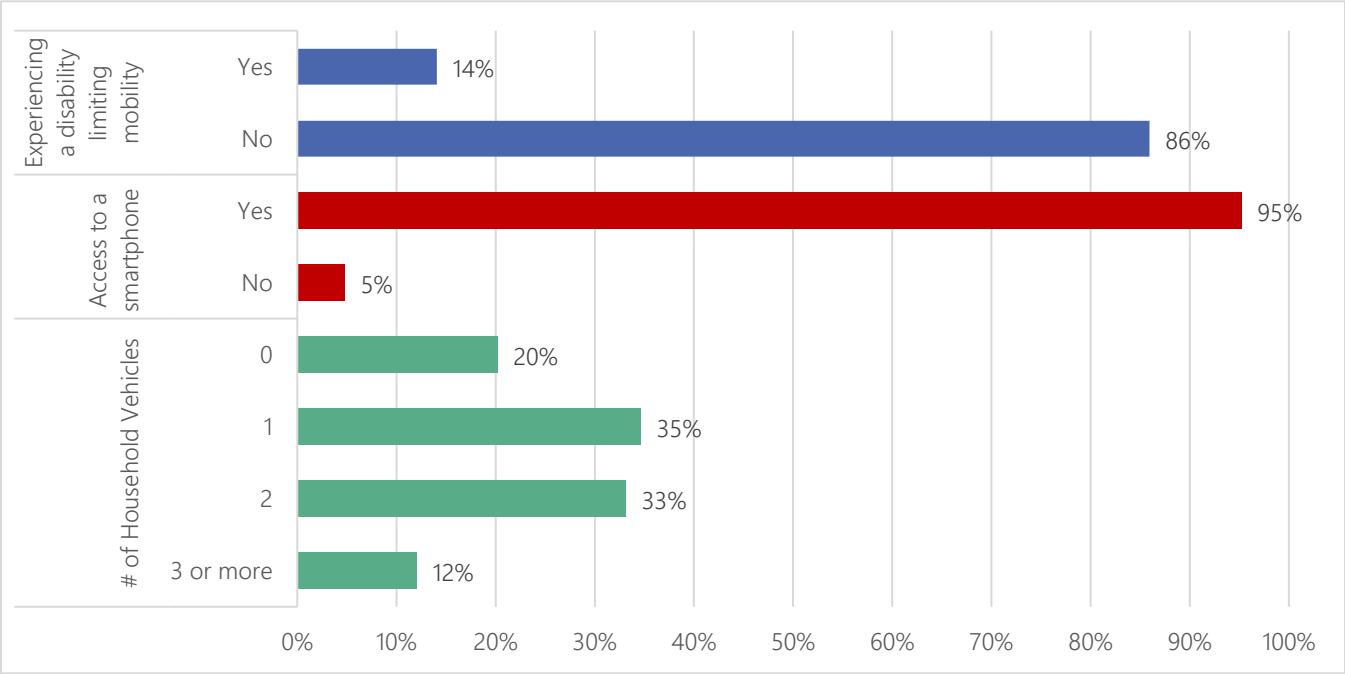


Source: Community survey, conducted November 12 through December 12, 2019.

Accessibility

The survey asked three questions regarding transportation accessibility. Fourteen percent of respondents indicated that they have a disability that limits their mobility (Figure 69). A vast majority (95 percent) of respondents have access to a smartphone or internet-connected mobile device. Eighty percent of respondents indicated having one or more vehicles available in their household.

Figure 69: Mobility, Smartphone Access, and Household Vehicles

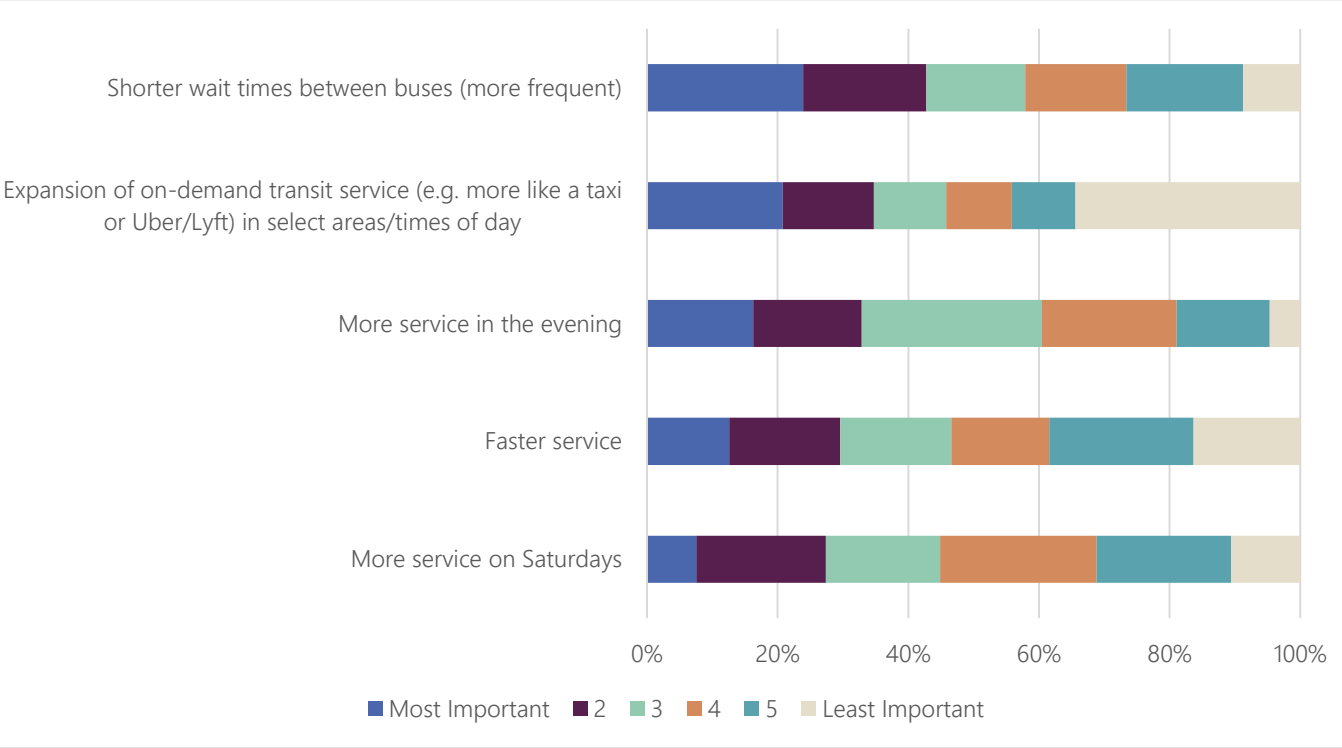


Source: Community survey, conducted November 12 through December 12, 2019.

Improvement Preferences

Respondents were asked to rank six potential transit service improvements, as shown in Figure 70. The most popular system improvement would be to decrease wait times between buses by running them more frequently. The second highest-ranked improvement would be an expansion of on-demand transit services; however, this improvement is also the least important to a large number of survey participants.

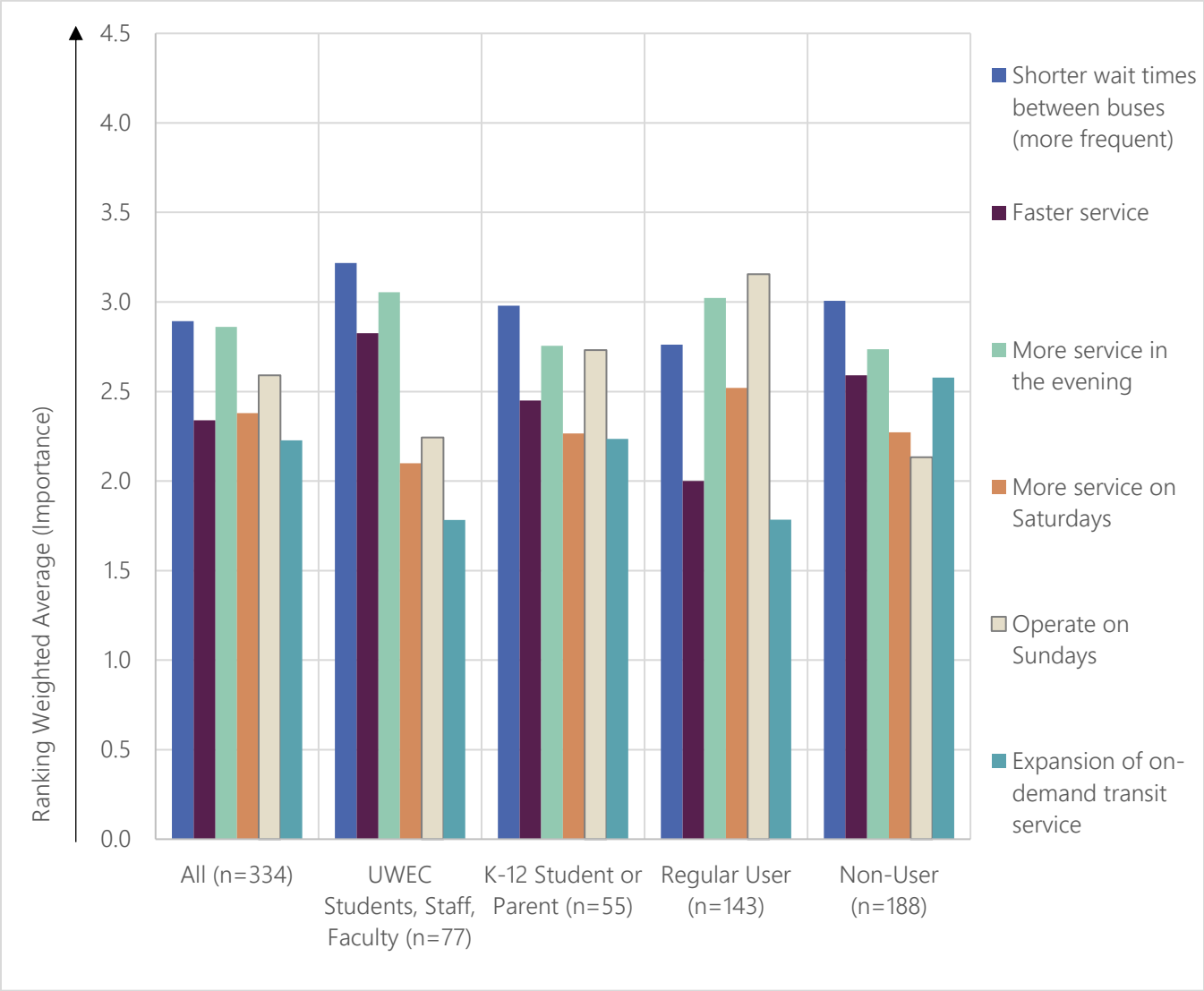
Figure 70: Potential Improvements



Source: Community survey, conducted November 12 through December 12, 2019.

Figure 71 displays the results of this same question in a different format. A weighted average score was calculated for each potential improvement, then calculated separately for different demographic/user groups based on responses to other questions. Figure 71 reveals the relatively most and least important potential improvements for different types of users/non-users.

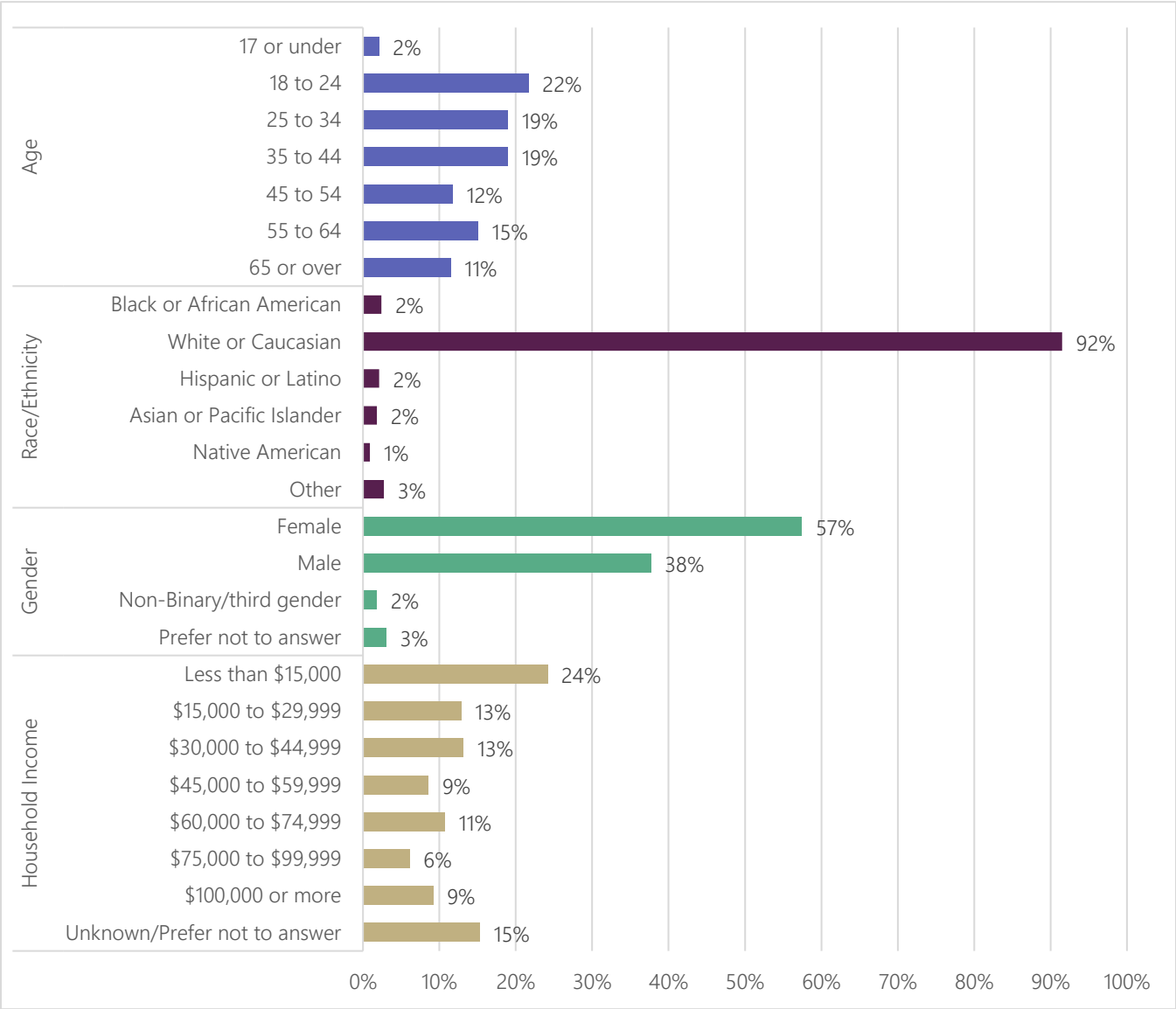
Figure 71: Potential Improvements by Weighted Rank by User/Non-User Groups



Community Survey Demographics

Similar to the on-board survey, respondents were asked a series of basic demographic questions. Shown in Figure 72, twenty-two percent of respondents were between the ages of 18 through 24, with other age groups relatively evenly distributed between 15 and 19 percent, with the exception of the 17 and under age group (2 percent). Over 90 percent of respondents identified as "White, Non-Hispanic," and 57 percent identified as female. For household income, the income groups were relatively evenly distributed, with a higher response from those earning less than $15,000 a year.

Figure 72: On-Board Survey Demographic and Socio-Economic Characteristics



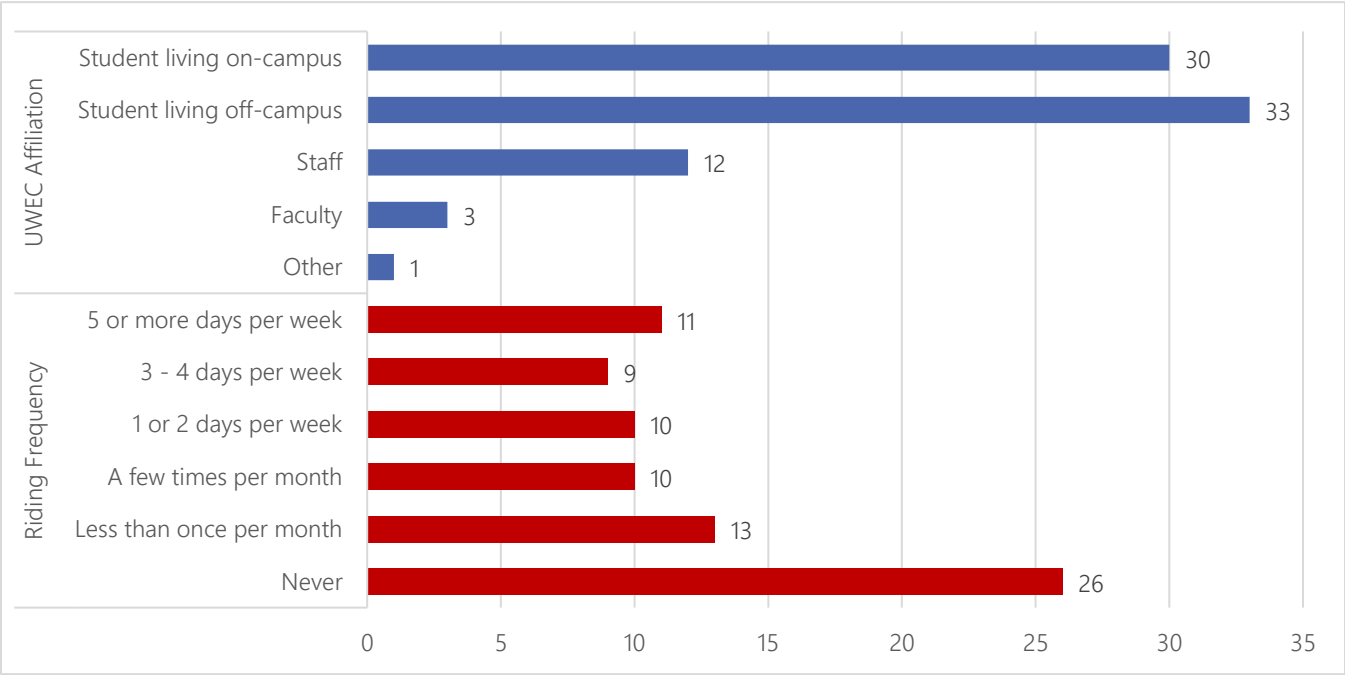
Source: Community survey, conducted November 12 through December 12, 2019.

UW-Eau Claire Students, Faculty, and Staff

Additional questions were asked to respondents affiliated with UW-Eau Claire; this group provided 79 survey responses. Due to the low response rate, results of the UW-Eau Claire survey questions should be interpreted with caution and are displayed by the total number of responses to each question.

In order to better understand the needs of the University community, the participant's relationship to the community (i.e., student, staff, and faculty) and ridership experience were addressed in this survey. Of the respondents, 30 were students living on-campus and 33 were students living off-campus. Twelve staff members, three faculty, and one "other" also completed the survey. Of the 79 respondents, 53 take the bus at least occasionally and 11 take it daily, as shown in Figure 73.

Figure 73: UW-Eau Claire Affiliation and Experience with ECT

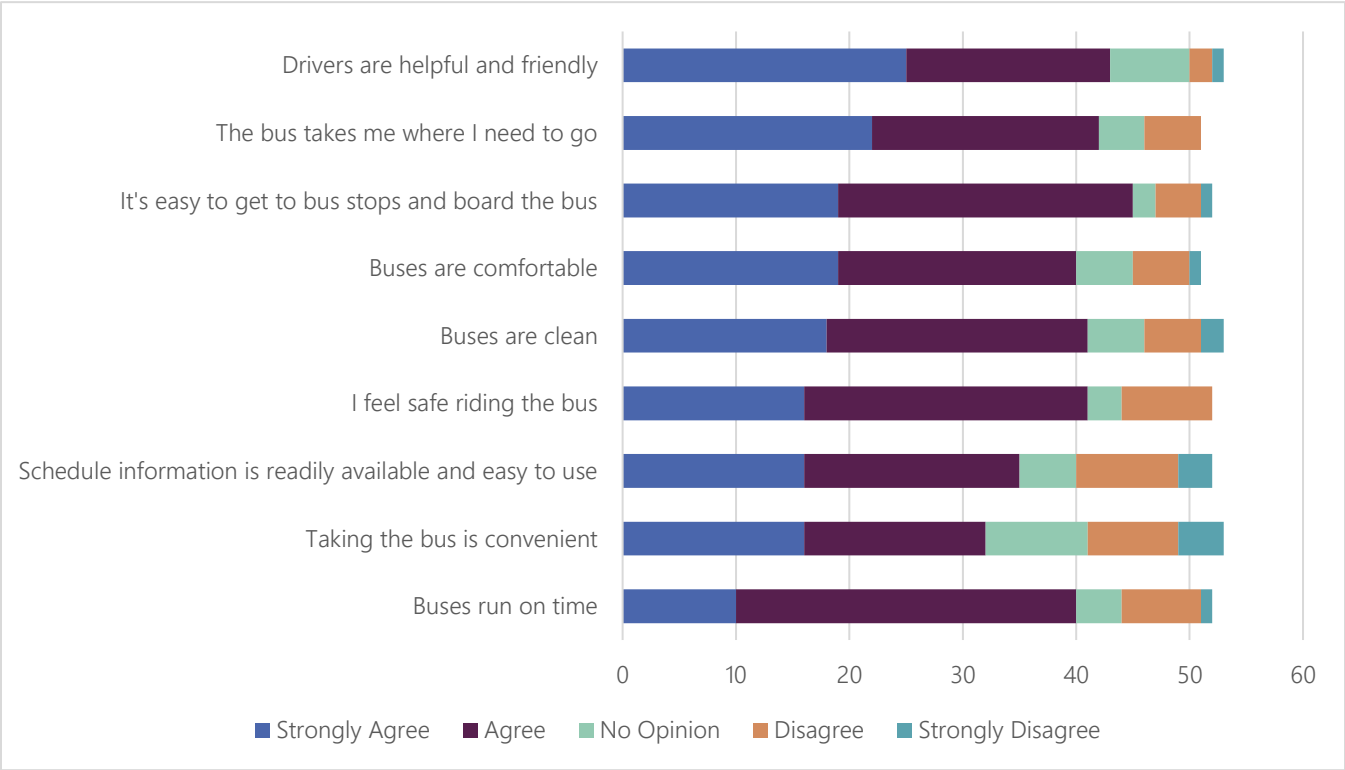


Source: Community survey, conducted November 12 through December 12, 2019.

If UW-Eau Claire affiliated respondents indicated to ride the bus at all (n = 53), they were asked three more questions, including whether they agreed or disagreed with statements describing attributes of the service. The statement that respondents "strongly agreed" with the most was "Drivers are helpful and friendly," followed by "the bus takes me where I need to go" (Figure 74). While the least agreed upon statement was "Buses run on time," a large majority still either agreed or strongly agreed with the statement.

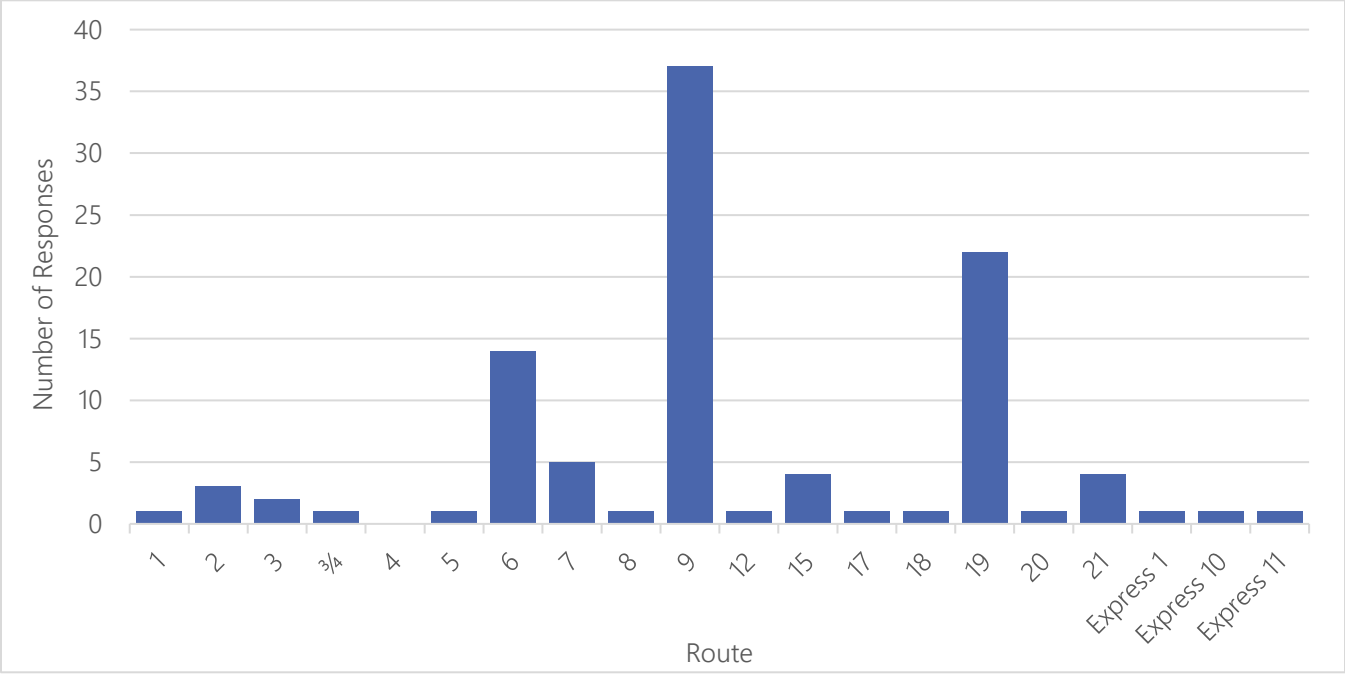
UW-Eau Claire bus riders were asked to indicate all bus routes they ride; routes 6, 9, and 19 were selected most often (Figure 75).

Figure 74: UW-Eau Claire Bus Rider Satisfaction



Source: Community survey, conducted November 12 through December 12, 2019.

Figure 75: UW-Eau Claire Bus Riders – Routes Used Most Often



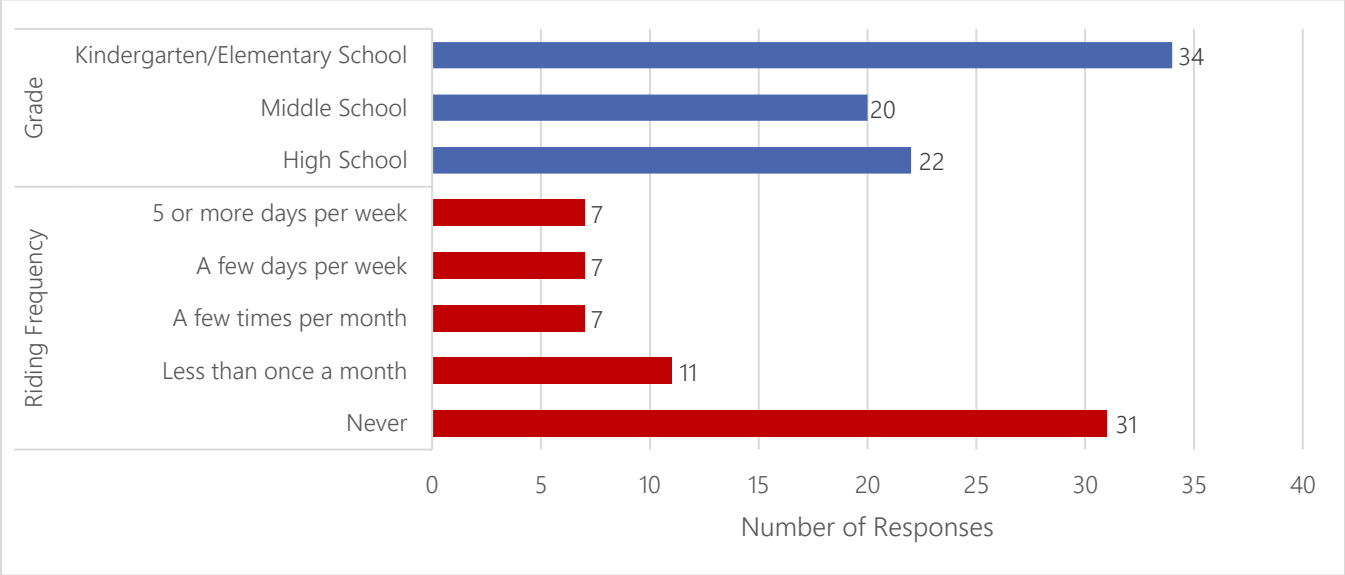
Source: Community survey, conducted November 12 through December 12, 2019.

K-12 Students and Parents

Students from elementary through high school use ECT to get to school, work, and for recreational activities. There were 64 responses from K-12 students or their parents/guardians. Due to the low response rate, results of the K-12 survey questions should be interpreted with caution and are displayed by the total number of responses to each question.

Grade level and ridership experience were addressed in this survey in order to better understand the needs of K-12 students. Of the responses, 34 had children in kindergarten or elementary school, 20 had students in middle school, and 22 responses reflect high school students. Of these 63 respondents, 32 take the bus at least occasionally and seven take it daily, as shown in Figure 76.

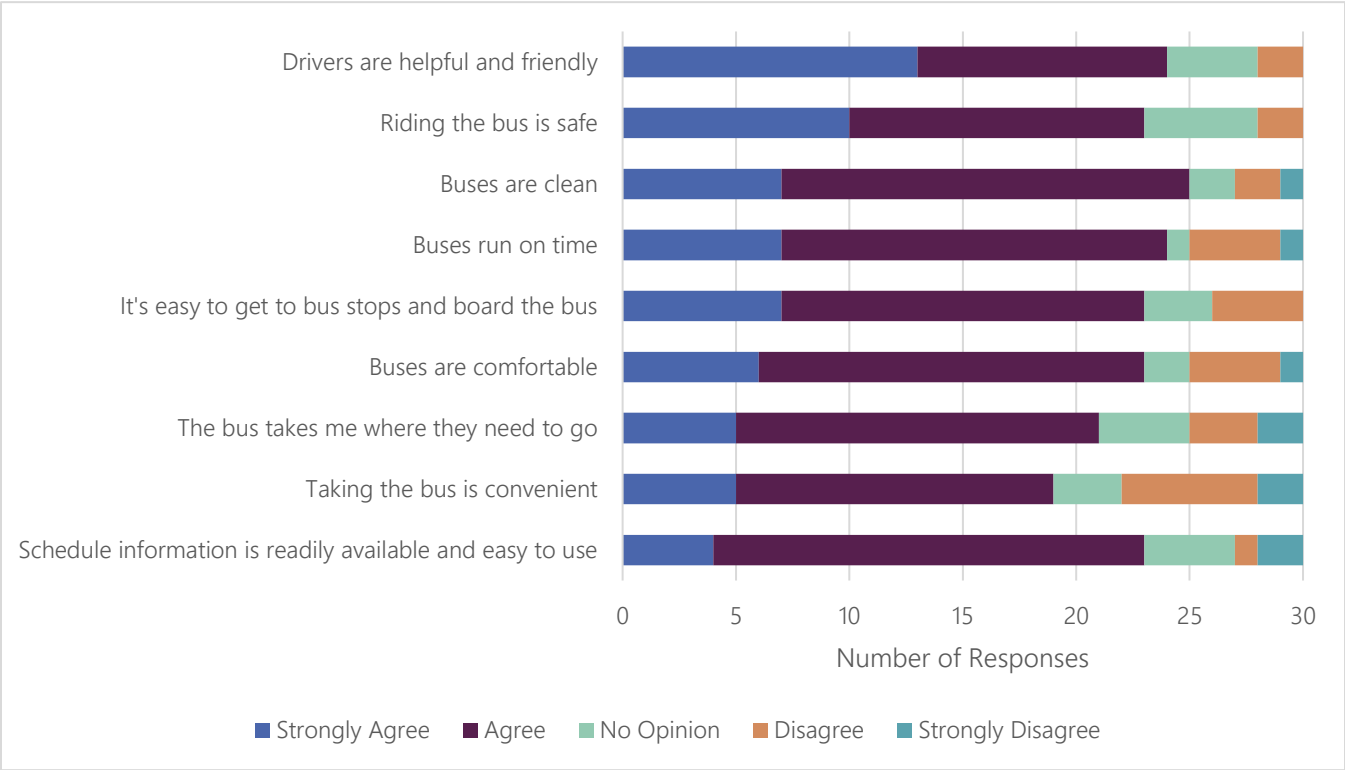
Figure 76: K-12 Experience with ECT



Source: Community survey, conducted November 12 through December 12, 2019.

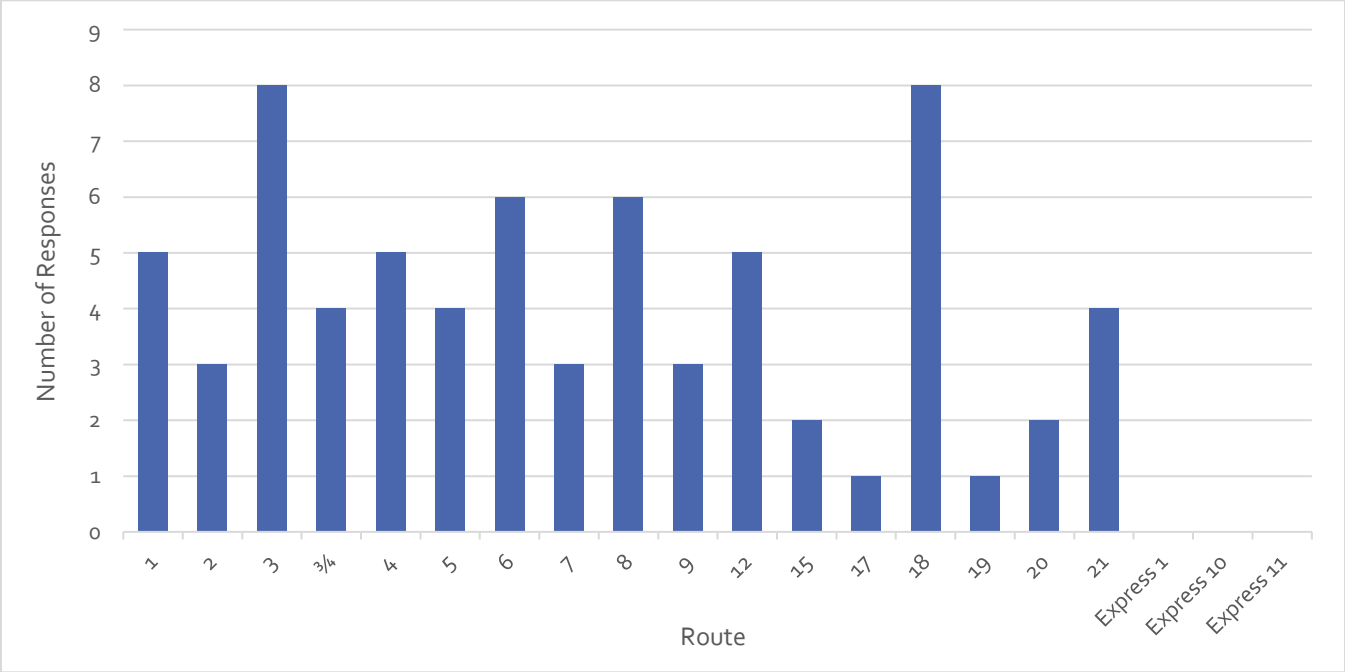
K-12-affiliated respondents were asked additional questions if they indicated that they rode the bus at all (n = 33), including whether they agreed or disagreed with statements describing attributes of the service. The statement respondents strongly agreed with the most was "Drivers are helpful and friendly," followed by "Riding the bus is safe." While the least agreed upon statement was "Schedule information is readily available and easy to use," a large majority still either agreed or strongly agreed with the statement (Figure 77). Lastly, K-12-affiliated bus riders were asked to indicate all bus routes they ride; this is summarized in Figure 78.

Figure 77: K-12 Bus Rider Satisfaction



Source: Community survey, conducted November 12 through December 12, 2019.

Figure 78: K-12 Bus Riders – Routes Used Most Often



Source: Community survey, conducted November 12 through December 12, 2019.

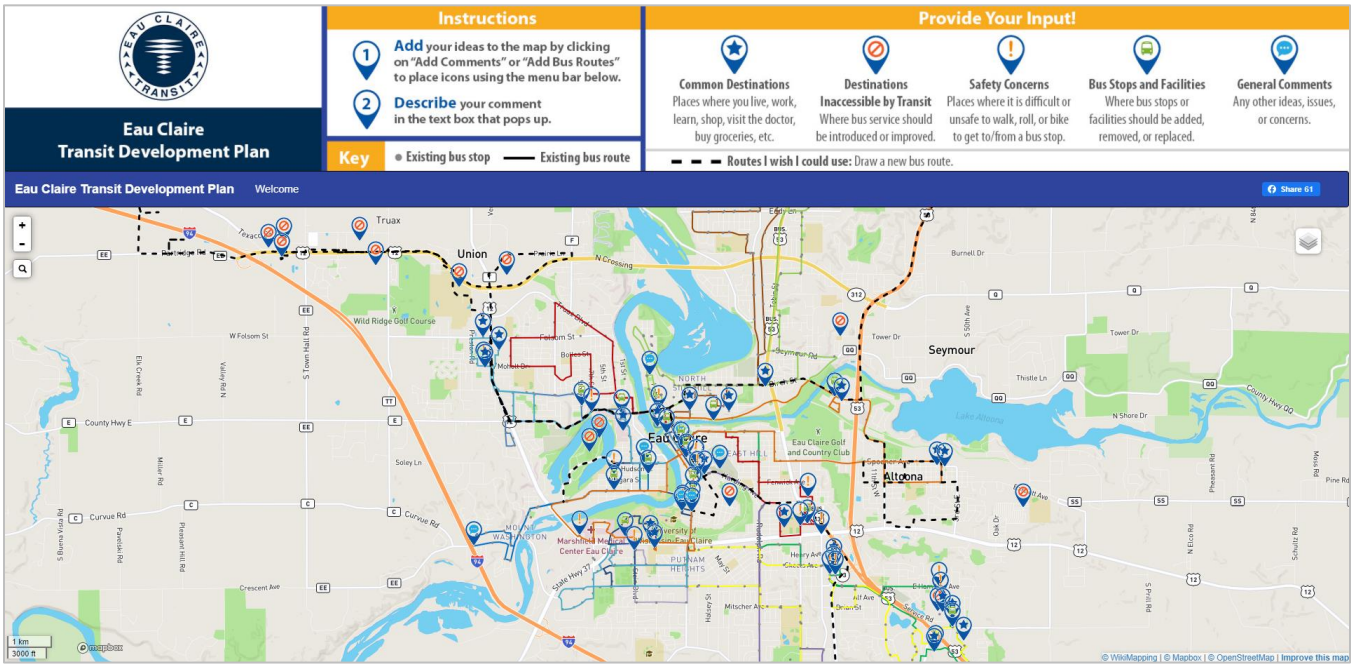
Online Comment Map

An online comment map (also referred to as a "wikimap") for the project was launched in September 2020. The online tool allowed the public to add location-specific comments and draw new bus routes (Figure 79). For example, users could place a comment at a specific point on the map to indicate:

- common and important destinations in the community;
- areas or destinations currently inaccessible by transit that should be served;
- areas where it is difficult or unsafe to walk, roll, or bike to access a bus stop;
- locations where bus stops or facilities should be added, removed, or replaced; and
- general comments about existing or desired service, including ideas, issues, or concerns.

The TDP Project Team collected, reviewed, and incorporated this input into draft service and strategic recommendations. All comments submitted by the public as of mid-October 2020 are included in Appendix D.

Figure 79: Screenshot of Online Comment Map



Themes & Opportunities

Combining the stakeholder outreach, data assessment, and transit system observations, several key themes emerge that are set the stage for future transit system recommendations.

Workforce Transportation

There is a willingness from both the transit system, employers, and economic development officials to explore creative ways of connecting people to jobs via transportation services. There are noted challenges in serving people from the core of the Eau Claire region to employment centers on the periphery of the urban area. Additionally, stakeholders express the current span of transit service does not correspond to retail and shift hours outside of the traditional "9-to-5" shift, limiting transit's utility as a commute option for service industry and second- and third-shift workers. In particular, the limited level of service on weekends is a barrier to this. Businesses also indicated a willingness to support transit programs that have positive outcomes for them.

ECT's Strengths and Core Customers

ECT has a strong core of high ridership and more frequent routes that are the among the most productive in the transit system. Survey data indicates that there is a stable base of long-time users that make up a large segment of the community's transit ridership. Also, as is typical of community with a significant post-secondary education and university presence, there is a relatively new cohort of riders regularly using the system with every incoming enrolled class. Survey data also indicates that the student users have the greatest concerns about the overall complexity of the system, the availability of weekend service, and frequency of routes, while longer-term users have a broader interest in adding hours/span of service.

Value of Transit

ECT benefits from a positive reputation in the community. Community leaders, elected officials, and transit customers value it as an essential part of the Eau Claire region's infrastructure. Moreover, as facility investments are explored, the transit system will continue to be part of the fabric of downtown Eau Claire. Considering this, there was an expressed desire to make progress in further developing the customer-facing portions of the transit system. This includes travel training, adoption of smartphone apps, and marketing.

PART 4: SERVICE RECOMMENDATIONS

Approach

Service recommendations were developed in response to ECT goals and objectives, partner and public engagement, existing service review, and needs assessment. Service recommendations in this section are organized by route or service theme, and assigned one of three implementation scenarios:

- **Short-Term, Minimal Cost Recommendations:** Those which can be implemented relatively quickly without the need for significantly more resources
- **Short-Term, Recommendations Requiring Moderate Investment:** Those which can be implemented relatively quickly but require additional investment in operating funding and/or significant capital purchases, such as vehicles
- **Long-Term Recommendations:** These recommendations would require the hiring of several additional drivers and supervisors, significant investment in operating and/or capital investment, and/or expand the scale and scope of ECT. It is likely that outside funding would be necessary to advance these recommendations in place of the short-term options.

Some of the service recommendations can be made independently, while others require changes be made in coordination with those to other routes. Cost estimates are provided for illustrative purposes to inform implementation and prioritization by Eau Claire policymakers and the Transit Commission.

Assumptions

The following assumptions were used when developing service recommendations, unless otherwise noted.

Operating Costs

Annual operating expense estimates for existing and proposed services were developed based on a fully allocated cost per revenue hour drawn from 2018 NTD data. Based on the average growth in costs from 2013 through 2017, this fully allocated cost was adjusted by 2.2% annually to reach a year 2020 cost per revenue hour of $95.88.

Annual Service Days

All annual operating cost estimates are based on an assumed annual service calendar, shown below.

Day Type	Number of Days per Year
Weekdays (M-F)	255
Saturdays	52
Sundays and Holidays (no service)	58
Eau Claire Area School District class days	165
UW-Eau Claire class days	169
Saturdays while UW-Eau Claire is in session	32

Public Feedback on Draft Service Recommendations

The service recommendations presented in this report were developed in direct response to public and stakeholder engagement conducted between fall 2019 and fall 2020. Draft service recommendations were presented to the public in September and October 2020 for review and comment. Written public feedback on the draft service recommendations are included in Appendix E.

Adapting to COVID-19

In March 2020, the COVID-19 pandemic changed public life in Eau Claire and the nation. The City of Eau Claire and ECT implemented several practices to slow the spread of the coronavirus and ensure the safety of ECT riders and staff, while continuing to provide essential services, including public transit, to the community. However, the public health emergency required the TDP Project Team to adapt and engage ECT riders and the public at large differently, balancing the desire for robust, diverse engagement with necessary actions to ensure public health. Thus, the approach to engaging the public as part of the TDP was broadened and re-imagined.

Modified Engagement Approach

The TDP Project Team transitioned to an online and distance-based engagement approach to collect public feedback on draft service recommendations in fall 2020. Draft service recommendations were presented to the public using an online presentation and survey (via an ArcGIS "StoryMap") and at two virtual open house meetings, held September 22 from 3:30 to 5:00 PM and October 1 from 5:30 to 7:00 PM. The online presentation and survey and the open houses were promoted to ECT users and non-users through social media, email newsletters, and the ECT website.

Following Up with Stakeholders

Prior to the virtual open houses, the TDP Project Team reached out to the dozens of stakeholder groups and members of the public who had participated in the project to that point (see *Stakeholder Meetings & Pop-Up Events*) to share information about the draft service recommendations, project progress, and opportunities to meet directly with the TDP Project Team.

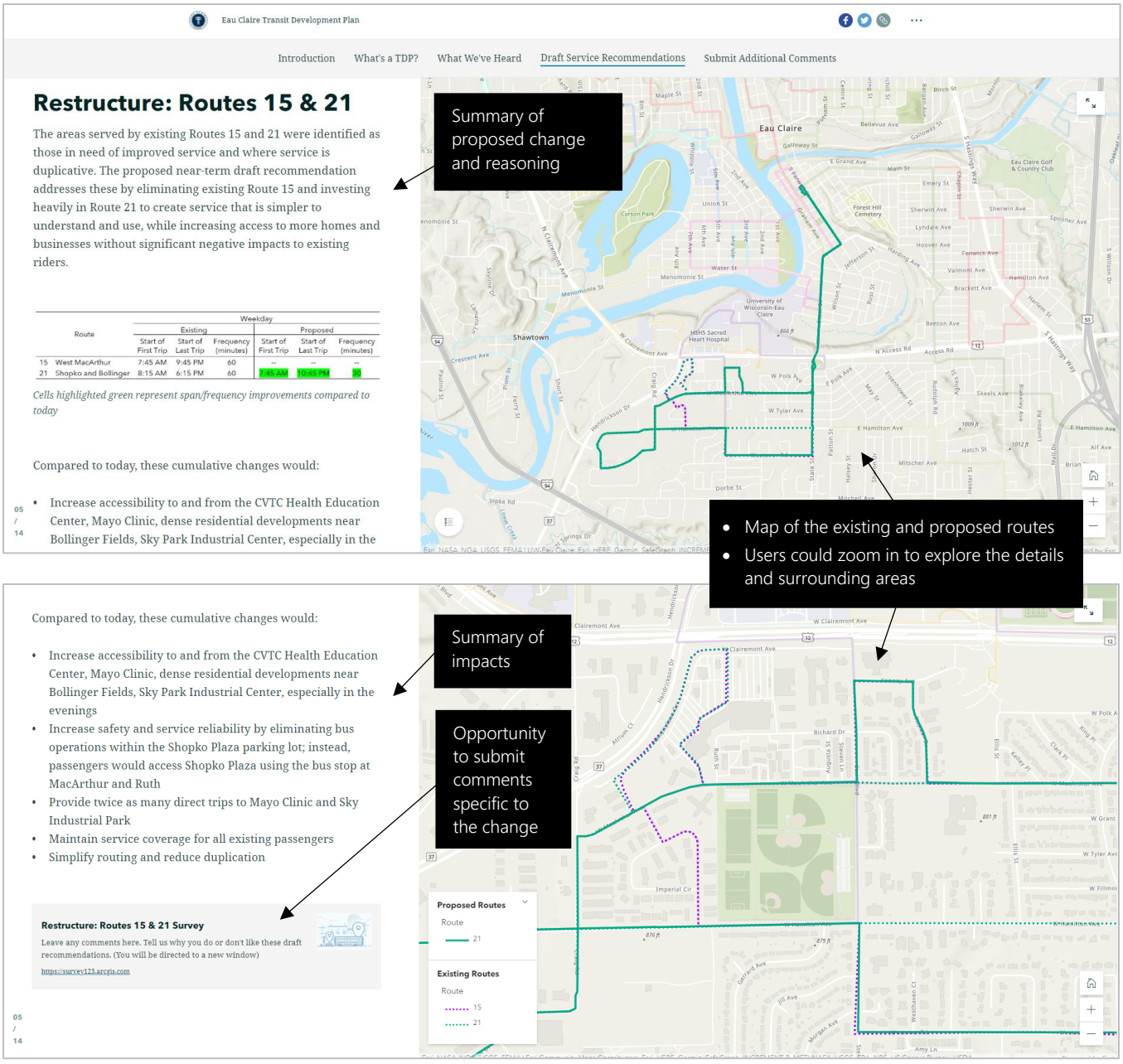
The TDP Project Team also followed up with two ECT stakeholders that purchase ECT transit service/fare through formal agreement: the UW-Eau Claire community and the City of Altoona. In addition to social media outreach and an email newsletter sent to all UW-Eau Claire faculty and staff, the UW-Eau Claire Student Senate was briefed on the project and opportunities to shape the plan during their October 5th meeting. Additionally, the TDP Project Team presented to the City of Altoona Plan Commission on October 27th; this presentation, including is included in Appendix F. The Plan Commission were presented the recommended and alternative draft service concepts affecting Route 17 and Altoona; the TDP Project Team explained the recommendations and their potential impacts and answered questions. Following discussion, the Plan Commission expressed support for the recommended service changes affecting Route 17 and service in Altoona.

Draft Service Recommendations StoryMap

Figure 80 shows screenshots of the online presentation and survey ("StoryMap"), which is also available online here. This online tool enabled the public to read about the proposed changes, including details of how routes may change, the reasoning behind the proposed change, and the anticipated impacts to ECT riders and the community. Users could explore an interactive map of the proposed changes and submit comments indicating their impressions and potential areas for improvement.

The StoryMap was used at the virtual public open house meetings to share draft recommendations with the public. Additionally, the TDP Project Team collected feedback and answered questions about the draft recommendations and the project generally.

Figure 80: Screenshots of Online Draft Service Recommendations StoryMap



Short-Term, Minimal Cost Scenario

The following service recommendations are those which can be implemented relatively quickly without the need for significantly more resources.

Route 1

The recommended changes, reasoning, and impacts related to Route 1 are shown in Figure 81 and Figure 82, and summarized in Table 21 and Table 22. Route 1 is ECT's highest ridership and most productive route, aside from Routes 9 and 19. It serves several important destinations, including the Oakwood Mall and surrounding commercial area, the location of dozens of employers and thousands of jobs.

The Short-Term, Minimal Cost recommendation addresses this by extending slightly the hours of service. Additional investment in Route 1 is included in the Short-Term, Investment recommendations.

Table 21. Change and Impact Summary: Route 1 (Short-Term, Minimal Cost Scenario)

Proposed Change	Impact
Modify Route 1 to no longer operate within the Festival Foods parking lot. Today, Route 1 serves two bus stops located within the Festival Foods parking lot in the northbound direction; southbound, the Route stays on Mall Dr. Instead, Route 1 will operate on Mall Drive in both the northbound and southbound directions.	• Increased safety and service reliability by eliminating bus operations within the Festival Foods parking lot; passengers would access the shopping center using the bus stops along Mall Dr. • Consistent operations in northbound and southbound directions, reducing potential for confusion • Requires slightly greater walk/roll distances to access businesses in the shopping center
Extend the span of service on Route 1 to operate once every 60 minutes between 6:15 AM and 11:15 PM on weekdays, and from 8:15 AM to 9:15 PM on Saturday	• Greater convenience by introducing ability to travel directly between Oakwood Mall and the Transfer Center for 2 hours later into the evening, facilitating more opportunities for employment, shopping, and entertainment-related trips • Required ECT to hire an additional operations supervisor to oversee service in the late evening, at an annual cost of approximately $80,000

Figure 81. Headway and Span Summary: Route 1 (Short-Term, Minimal Cost Scenario)

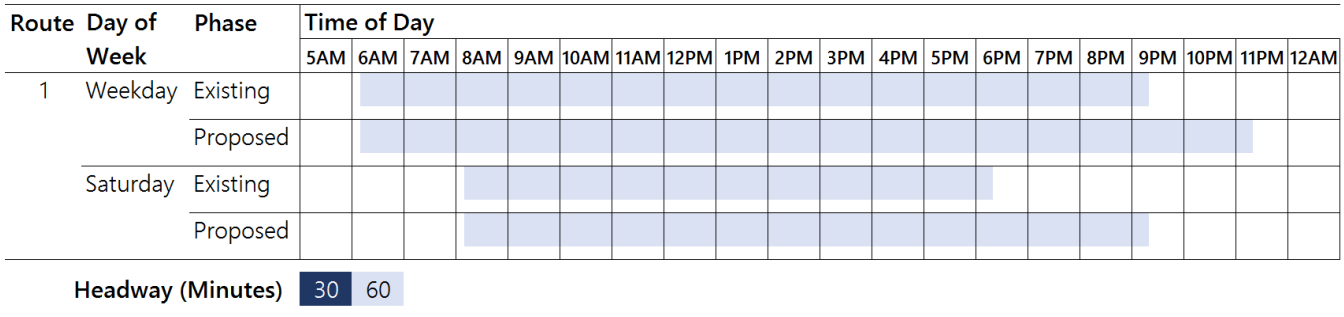


Figure 82. Route 1 (Short-Term, Minimal Cost Scenario)

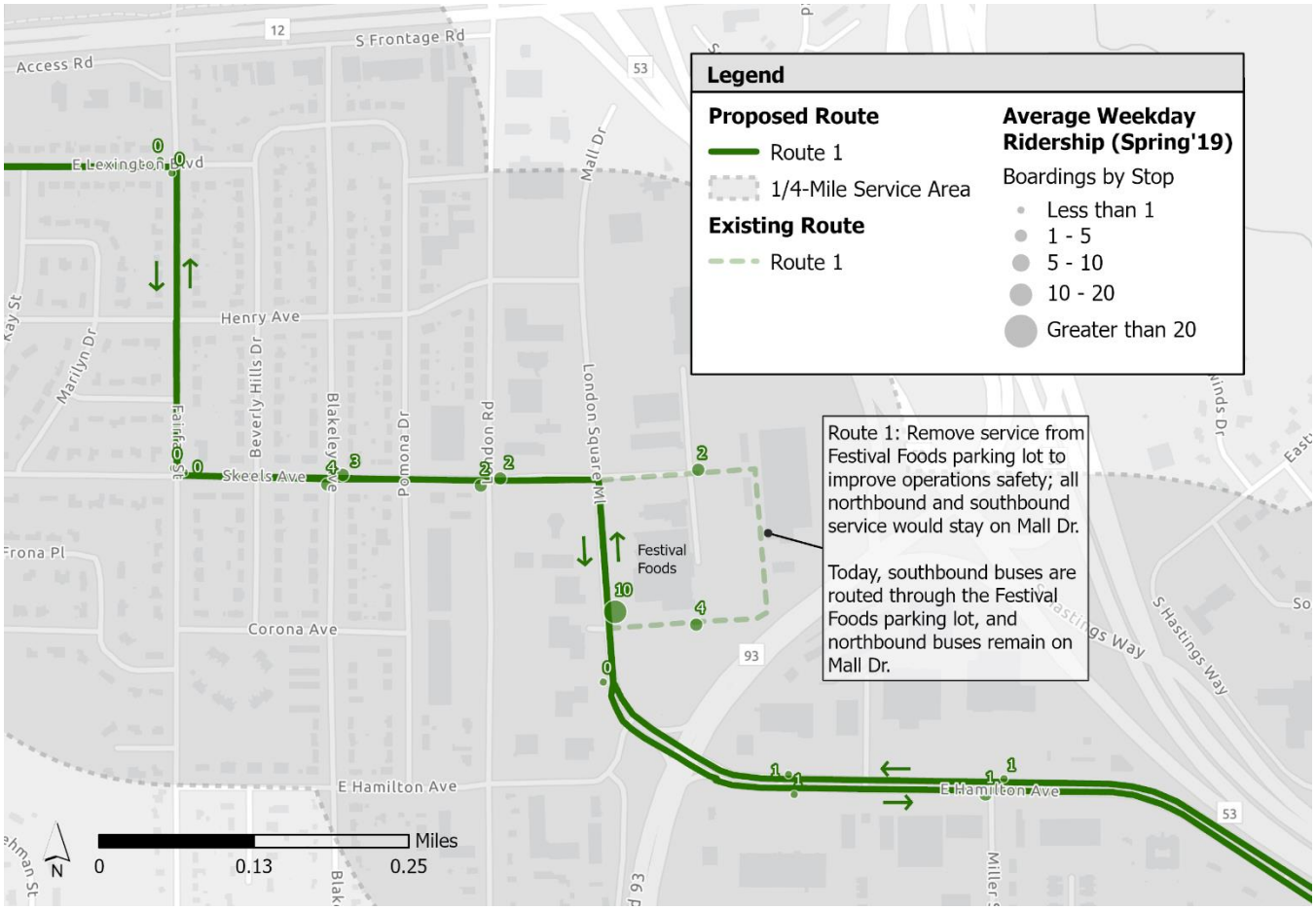


Table 22. Service Resource Summary: Route 1 (Short-Term, Minimal Cost Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
1	Weekdays	Existing	13.6	1	16	16.0	216.8	
		Proposed	13.1	1	18	18.0	235.1	+$48,900*
	Saturday	Existing	13.6	1	10	10.0	135.5	
		Proposed	13.1	1	14	14.0	182.8	+$19,900
Total	**Combined**	**Difference**		**0**				**+$68,800***

*The addition of Route 1 service 2 hours later on weeknights would require ECT to hire an additional operations supervisor. The high-level, planning stage estimate of this additional staff is assumed to be $80,000, added to annual operating expenses.

Routes 3 & 4

The proposed changes, reasoning, and impacts related to Routes 3 and 4, serving north Eau Claire, are shown in Figure 83 and summarized in Table 23 and Table 24. Recommended changes are limited to routing, which would require the addition of several new bus stops and affect vehicle revenue miles. Both Routes 3 and 4 would continue to operate weekdays only.

Table 23. Change and Impact Summary: Routes 3 & 4 (Short-Term, Minimal Cost Scenario)

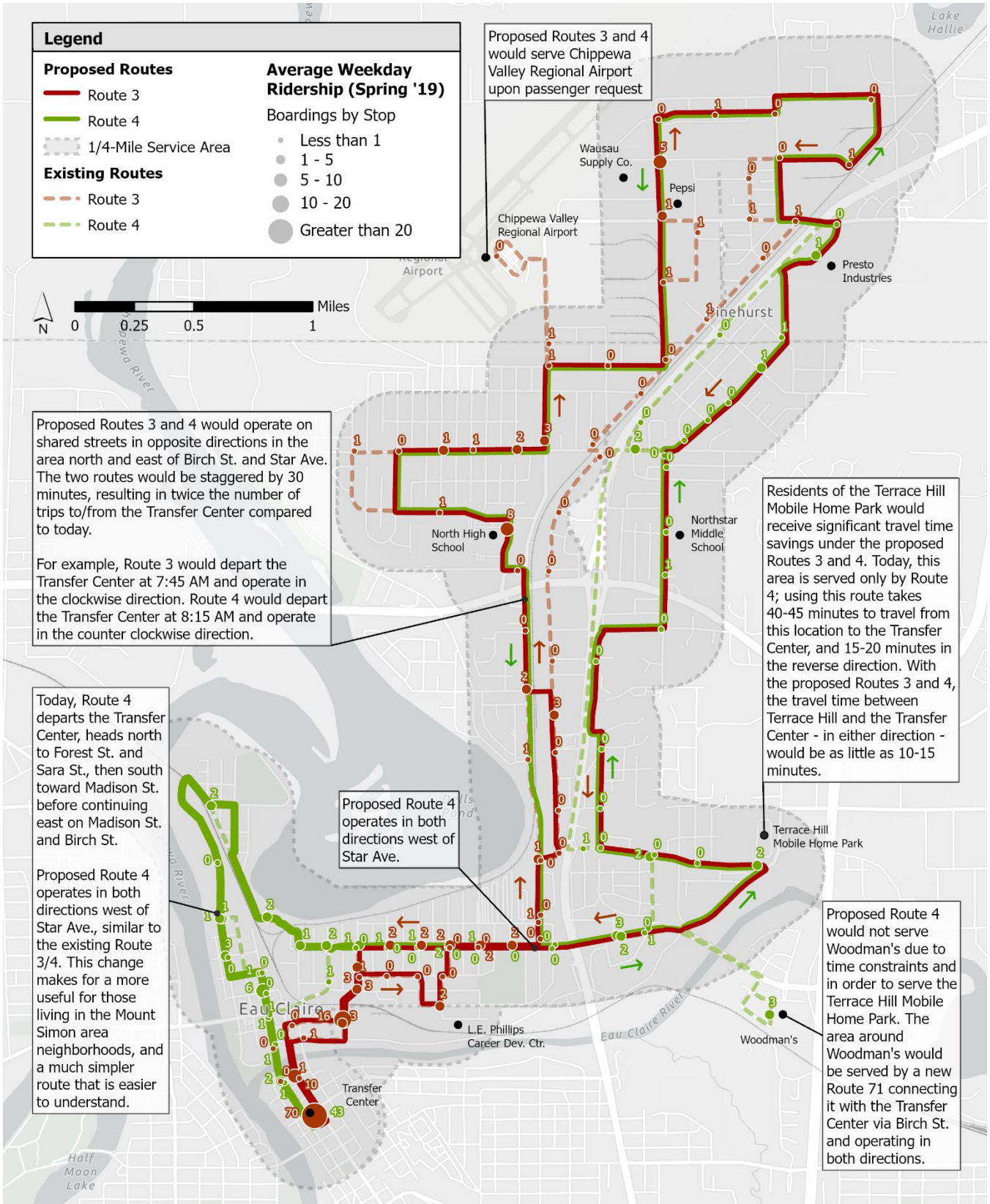
Proposed Change	Impact
Restructure Routes 3 and 4 north of Birch St. and east of Star Ave. to operate on shared streets in opposite directions, staggered by 30 minutes For example, Route 3 would depart the Transfer Center at 7:45 AM and operate in the clockwise direction. Route 4 would depart the Transfer Center at 8:15 AM and operate in the counterclockwise direction.	• Operating Routes 3 and 4 in opposite directions on shared streets essentially doubles the service frequency (opportunities to get to/from the Transfer Center) • By introducing the option to use either Route 3 or Route 4, travel times would be reduced for most passengers headed to or from the area north and east of Birch St. and Star Ave. • Simpler route structures with fewer deviations • Improved access to and from the Terrace Hill Mobile Home Park • Slight decrease in overall service coverage. Service to the Chippewa Valley Regional Airport would be served by Routes 3 and 4 upon request from passengers; today, someone boards the bus at the airport less than once every five days. Service to Woodman's would be replaced (see below) • Sum of average weekday boardings negatively impacted on Route 3*: Less than 1 • Sum of average weekday boardings negatively impacted on Route 4*: 1
Route 4: Change routing in Mount Simon area to create service in both direction	• More useful and convenient service to and from the Mount Simon area • Simpler to user and easier to understand • Sum of average weekday boardings no longer served directly*: 2
Route 4: Remove service to Woodman's (to be replaced with new route)	• Service to Woodman's would be replaced by a new route, connecting it with the Transfer Center via Birch St., operating in both directions • Schedule time savings enables Route 4 to serve the Terrace Hill Mobile Home Park • Sum of average weekday boardings no longer served directly*: 3

* Required to walk or roll an additional 0.25 miles or more to the new service

Table 24. Service Resource Summary: Routes 3 & 4 (Short-Term, Minimal Cost Scenario)

Route	Phase	Miles per Trip	Headway (Minutes)	First Trip Departure	Last Trip Departure	Daily Scheduled Trips	Buses Required (Peak)	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
3	Existing	16.9	60	5:45 AM	5:45 PM	13	1	13	220.2	
	Proposed	16.4	60	5:45 AM	5:45 PM	13	1	13	212.9	$0
4	Existing	17.6	60	6:15 AM	5:15 PM	14	1	12	211.1	
	Proposed	19.9	60	6:15 AM	5:15 PM	14	1	12	238.8	$0

Figure 83. Routes 3 & 4 (Short-Term, Minimal Cost Scenario)



Route 3/4 & North On-Demand Service

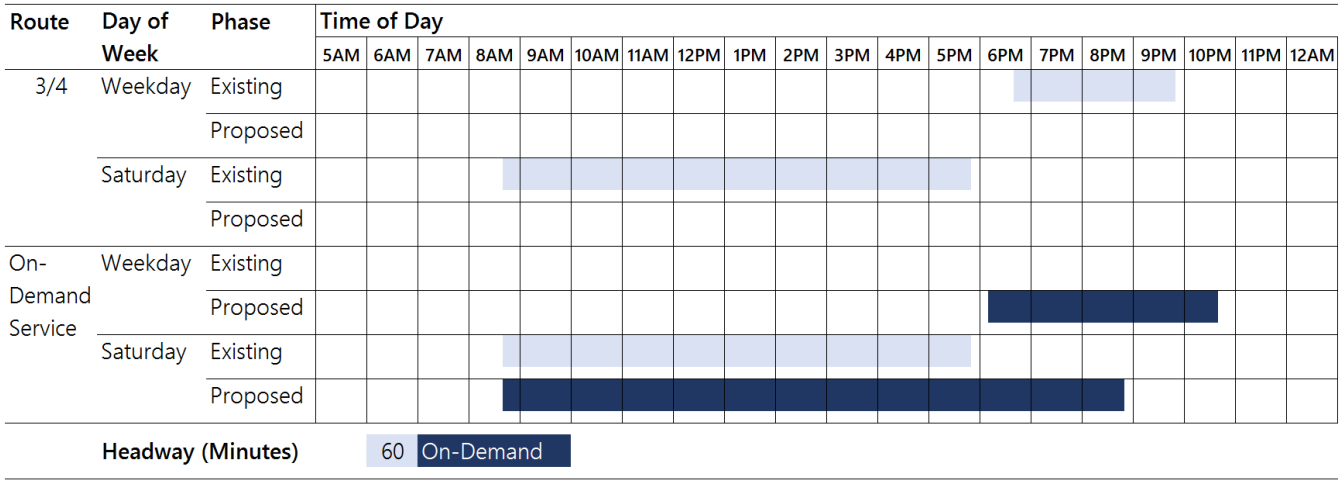
Route 3/4 – a combination of Routes 3 and 4 – operates in north Eau Claire on weeknights and Saturdays. North Eau Claire has been historically difficult to serve efficiently with fixed route transit, given its dispersed land use patterns, barriers to access as a result of US 53, and the distance from the downtown Transfer Center. It is recommended Route 3/4 be eliminated in combination with establishing a zone-based on-demand service, as a pilot.

Route 3/4 has a history of demand that is low enough to accommodate with a different type ("mode") of transit service, one that would be less costly while also increasing convenience for those traveling to/from these areas. The proposed changes, reasoning, and impacts related to Route 3/4, serving north Eau Claire, are shown in Figure 84 and Figure 85 and summarized in Table 25 and Table 26.

Table 25. Change and Impact Summary: Route 3/4 & North On-Demand Service (Short-Term, Minimal Cost Scenario)

Proposed Change	Impact
Eliminate Route 3/4 and replace with a zone-based North On-Demand service Rides would be requested using a mobile phone application, or by calling a dispatcher; passengers would have short wait times, subject to demand	• Less costly and per hour of service provided • More efficient on a per-trip cost basis • Shorter travel times • Greater convenience with less wait time between available service • Frees up one bus and one driver to be used elsewhere in the fixed route system
Extend the span of service, with the North On-Demand service available 6:45 PM to 10:45 PM on weeknights, and 6:15 AM to 8:45 PM on Saturday	• Greater convenience • Introduces ability to travel 1 hour later on weeknights and 3 hours later on Saturday, facilitating more opportunities for employment, shopping, and entertainment-related trips

Figure 84. Headway and Span Summary: Route 3/4 & North On-Demand Service (Short-Term, Minimal Cost Scenario)



How Would the On-Demand Service Work?

The North On-Demand service would be limited to weeknights and Saturday by request using a mobile phone application, similar to using an Uber or Lyft, or by calling a dispatcher. However, trips must meet a requirement: A passenger's trip would be limited to travel between the downtown Transfer Center and the specific North On-Demand zone.[6] The North On-Demand zone would be defined as the area within approximately 0.25 miles from the Routes 3 and 4.[7] For example, a passenger could request to be picked up at the downtown Transfer Center, but their destination must be within the North On-Demand zone (see Figure 85). Alternatively, a ride request could be made from within the North On-Demand zone to the downtown Transfer Center.

The North On-Demand service would use small, accessible vehicles, like a minivan or small bus similar to those used for paratransit service. Specialized dispatching software would be used to efficiently complete ride requests as they are made, within a confirmed pick-up time window and with minimal wait times for passengers. **This would be a service of ECT, but would likely be operated by a contractor, who would provide the staff, vehicles, and specialized software necessary to operate the service efficiently.**

Using smaller vehicles and dispatching service only when needed would likely result in a more efficient transit service. Should demand increase as a result of the new service, it could be replaced by a fixed route – whether existing Routes 3 & 4, or a new route tailored to the observed trip patterns – to increase capacity and meet needs more efficiently. On-demand services become less efficient as demand increases; conversely, fixed route services become more efficient as demand increases.

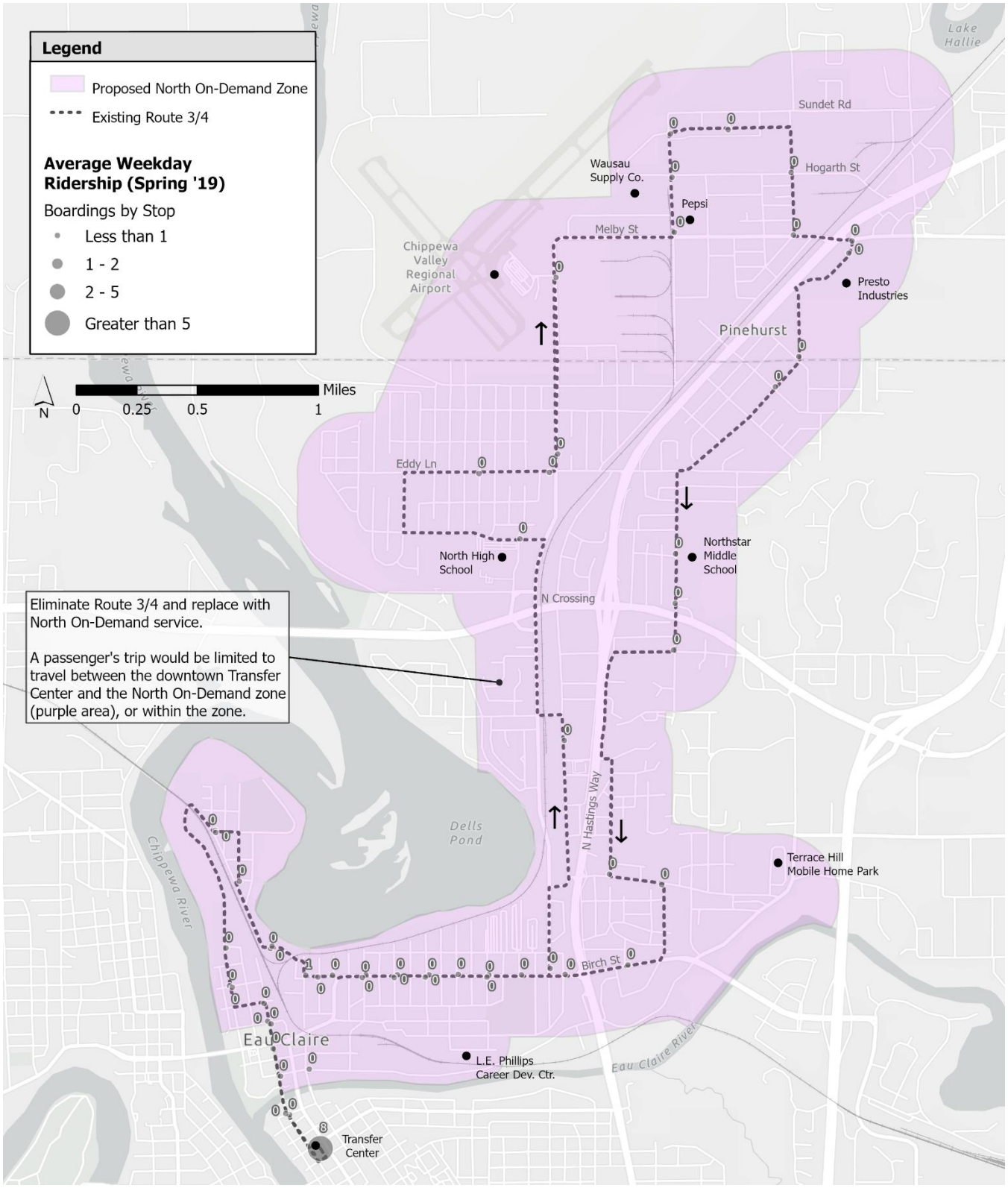
Why not replace all fixed routes with on-demand zones? On-demand zones increase the possibilities of where passengers can be picked up/dropped off; this results in additional mileage and time necessary to complete each trip request. Conversely, fixed routes serve more limited areas (bus stops), but can carry more passengers more efficiently with scheduled trips and greater capacity vehicles. If ECT replaced all of its fixed routes with on demand zones, we would need many, many more vehicles and each passenger trip would be much, much costlier to provide.

On-Demand service can also be a valuable tool for responding to the COVID-19 pandemic. While a "1 to 1" replacement of fixed-route service with a demand response mode might not be a cost-effective solution, the ability to flexibly deploy the service on a temporary basis as transit markets recover from drops in ridership both save funding at the transit program level, and maintain service in areas of critical need.

[6] Specifics related to trip requirements and other eligibility matters would be finalized closer to implementation based on resources available and specific project objectives.

[7] Specifics related to definition of the North On-Demand zone would be finalized closer to implementation based on resources available and specific project objectives.

Figure 85. Route 3/4 & North On-Demand Service (Short-Term, Minimal Cost Scenario)



The proposed North On-Demand zone shown in Figure 85 is exemplary. A more precise definition of the zone where on-demand service is available, as well as operating procedures and geographic eligibility considerations, would need to be developed prior to implementation. Notably, attention should be given to the desired relationship between an on-demand service and fixed route service that operate at the same time in the same space. For example, the North On-Demand service should not be used to travel back and forth along Birch St. if a fixed route option is available at the same time; doing so would help ensure an appropriate level of service and minimal wait times in the northern portion of the zone, north of Birch St.

Table 26. Service Resource Summary: Route 3/4 & North On-Demand Service (Short-Term, Minimal Cost Scenario)

Route	Service Days	Phase	Miles per Trip	Headway (Minutes)	First Trip Departure	Last Trip Departure	ECT Buses Required	On-Demand Vehicles Required	Daily Revenue Hours	Change in Annual Operating Expense
3/4	Weekdays	Existing	18.4	60	6:45 PM	9:45 PM		NA	4.0	
		Proposed	--	--	--	--	--	NA	--	-$97,800
	Saturday	Existing	18.4	60	8:45 AM	5:45 PM	1	NA	10.0	
		Proposed	--	--	--	--	--	NA	--	-$49,900
On-Demand Service	Weekdays	Existing	--	--	--	--	--	--	--	
		Proposed	Varies	NA	6:15 PM	10:45 PM	0	2	9.0	+$91,800
	Saturday	Existing	--	--	--	--	--	--	--	
		Proposed	Varies	NA	6:15 AM	8:45 PM	0	2	29.0	+$60,300
Total	**Combined**	**Difference**					**-1***	**+2**		**+$4,400**

*No impact on peak-period vehicle requirements, as Route 3/4 operates during off-peak periods

Routes 5 & 6

The recommended changes, reasoning, and impacts related to Routes 5 and 6, serving southeast Eau Claire, are shown in Figure 86 and Figure 87, and summarized in Table 27 and Table 28.

The areas served by existing Routes 1, 5, and 6 were identified as in need of improved service and where existing service is duplicative. The Short-Term, Minimal Cost recommendation addresses the duplication issue alone. Additional investment in Routes 1 and 6 are identified as Short-Term, Investment Recommendations.

Table 27. Change and Impact Summary: Routes 5 & 6 (Short-Term, Minimal Cost Scenario)

Proposed Change	Impact
Restructure Route 6 and eliminate Route 5 Restructure Route 6 to create service in both directions west of Oakwood Mall; eliminate portion of existing Route 6 that is served by Route 1 The areas currently served by Route 5 would be covered by portions of the modified Route 6 and Route 1	• Reduced duplication • Simpler route structures that are easier to understand and use • Increased access to and from the Oakwood Mall and surrounding commercial area, South Middle School and Fairfax St., UW-Eau Claire lower campus, and the Transfer Center • Reduced travel times for many riders • Greater convenience and shorter travel times from bi-directional Route 6 service; reduced walking/rolling distances and/or need to travel downtown on return trips • Nearly identical service coverage and alternative options for the vast majority of existing Route 5 and 6 passengers • Sum of average weekday boardings no longer served directly*: o Route 5, less than 1; Route 6, less than 2
Extend the span of service on Route 6 to operate once every 60 minutes between 6:15 AM and 10:15 PM on weekdays, and from 8:45 AM to 8:45 PM on Saturday	• Greater convenience • Introduces ability to travel directly between the Oakwood Mall and surrounding commercial area, South Middle School and Fairfax St., UW-Eau Claire lower campus, and the Transfer Center for 3.5 hours later into the evening, facilitating more opportunities for employment and education-related trips

* Required to walk or roll an additional 0.25 miles or more to the new service

Figure 86. Routes 5 & 6 (Short-Term, Minimal Cost Scenario)

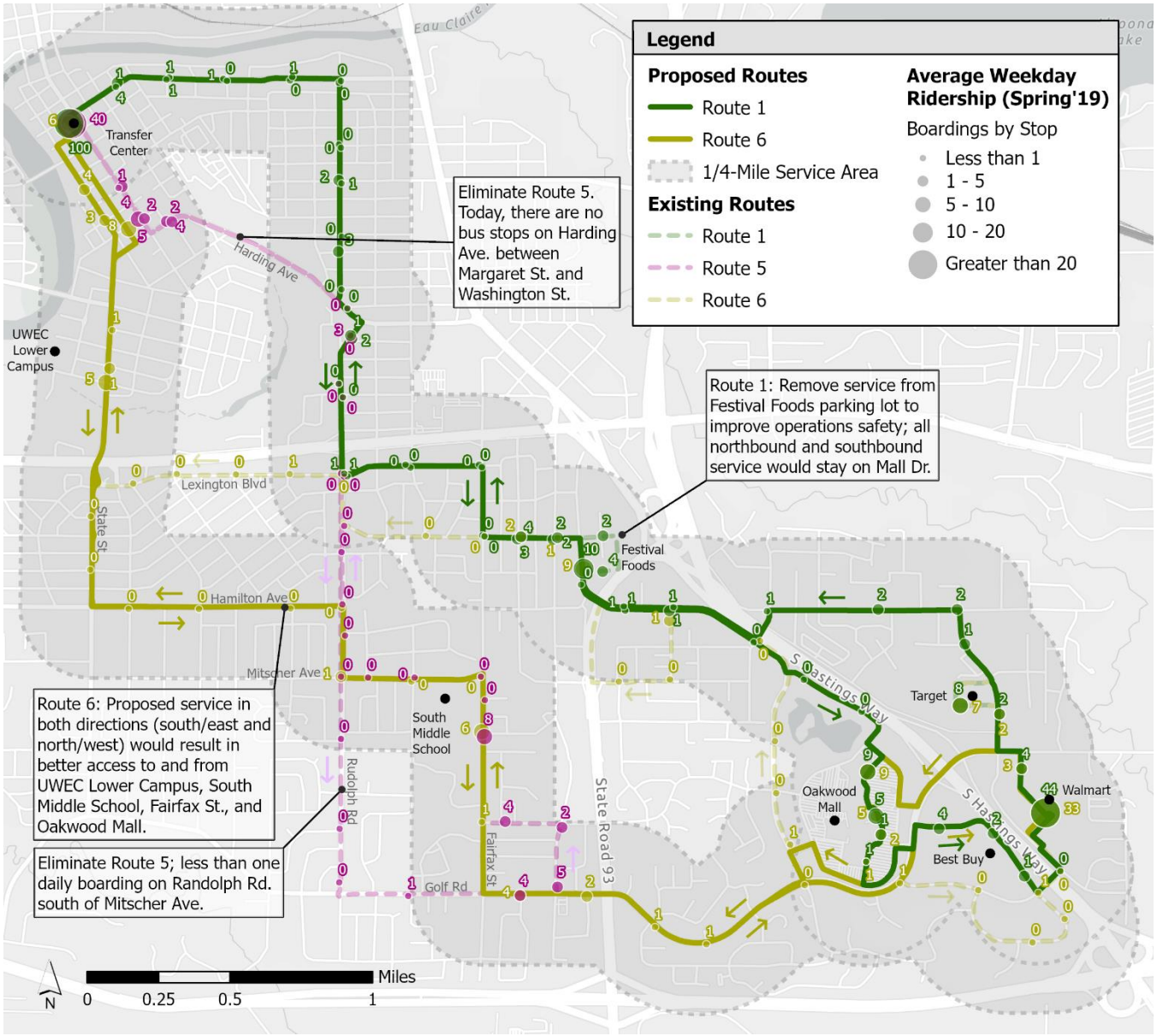


Figure 87. Headway and Span Summary: Routes 5 & 6 (Short-Term, Minimal Cost Scenario)

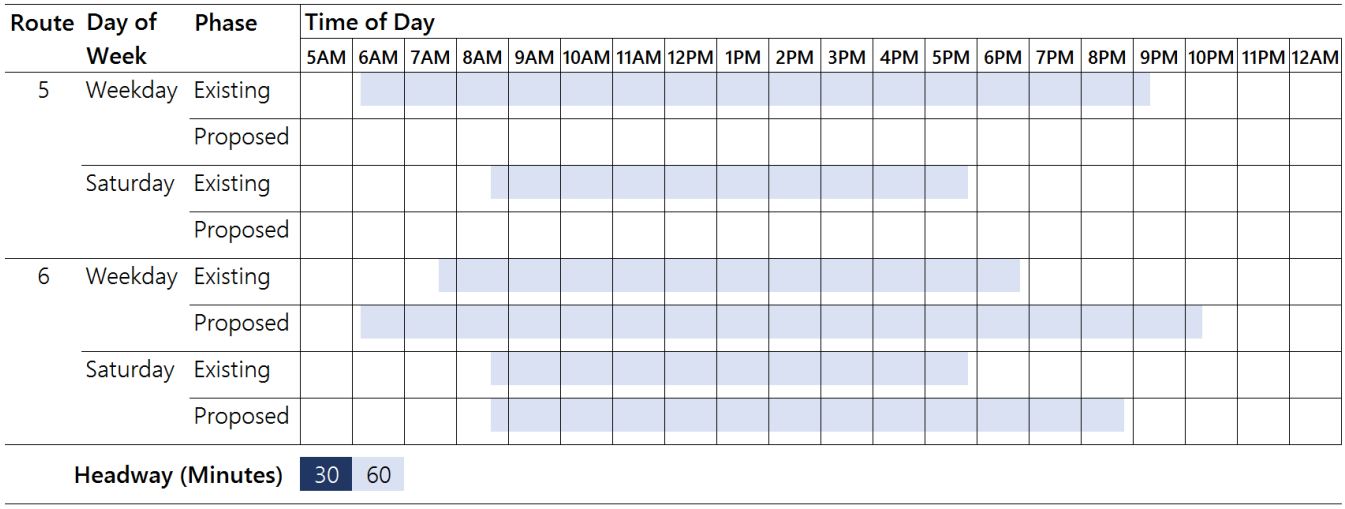


Table 28. Service Resource Summary: Routes 5 & 6 (Short-Term, Minimal Cost Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
5	Weekdays	Existing	8.4	1	16	8	133.9	
		Proposed	--	--	--	--	--	-$195,600
	Saturday	Existing	8.4	1	10	5	83.7	
		Proposed	--	--	--	--	--	-$24,900
6	Weekdays	Existing	14.5	1	12	12	174.0	
		Proposed	14.4	1	17	17	245.1	+$122,300
	Saturday	Existing	14.5	1	10	10	145.0	
		Proposed	14.4	1	13	13	187.5	+$14,900
Total	**Combined**	**Difference**		**0**				**-$83,300**

Route 8

The recommended changes, reasoning, and impacts related to the Short-Term, Minimal Cost recommendations for Route 8 are shown in Figure 88 and Figure 89, and summarized in Table 29 and Table 30.

Table 29. Change and Impact Summary: Route 8 (Short-Term, Minimal Cost Scenario)

Proposed Change	Impact
Modify Route 8, shifting service away from 14th St. and Folsom St. between Truax Blvd. and Old Orchard Rd. to serve the Gateway West Business Park. Rather than south on 14th St. to west on Folsom Rd., the modified Route 8 would stay on Truax Blvd. west of 14th St., then travel south on Old Orchard Rd. before turning west on Folsom St. and continuing south along Robert Rd.	• Provide access to about 300 additional jobs along Truax Blvd. in the Gateway West Business Park • Negatively impacts very few existing riders • Sum of average weekday boardings no longer served directly*: Less than 2
Extend the span of service to operate between 8:15 AM and 8:15 PM on Saturday	• Greater convenience • Introduces ability to travel 2.5 hours later on Saturday, facilitating more opportunities for employment, healthcare, education, shopping, and social trips

* Required to walk or roll an additional 0.25 miles or more to the new service

Figure 88. Headway and Span Summary: Route 8 (Short-Term, Minimal Cost Scenario)

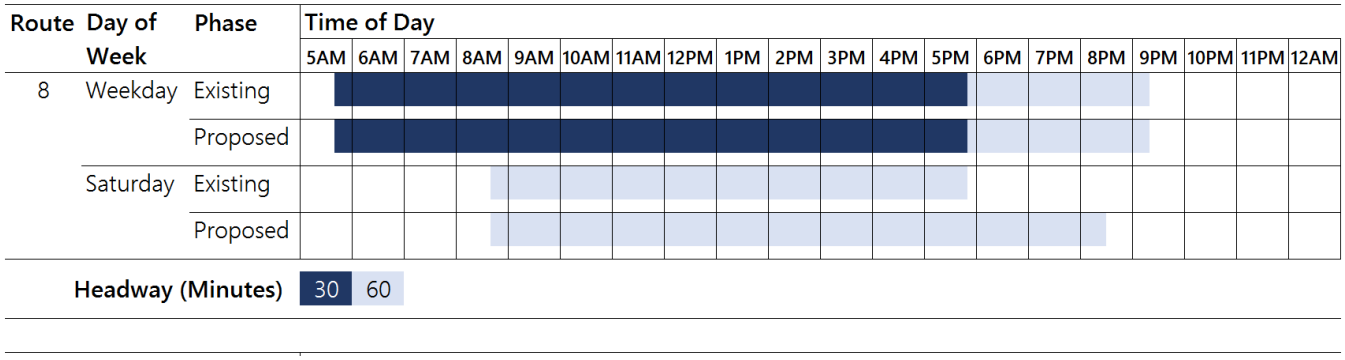


Figure 89. Route 8 (Short-Term, Minimal Cost Scenario)

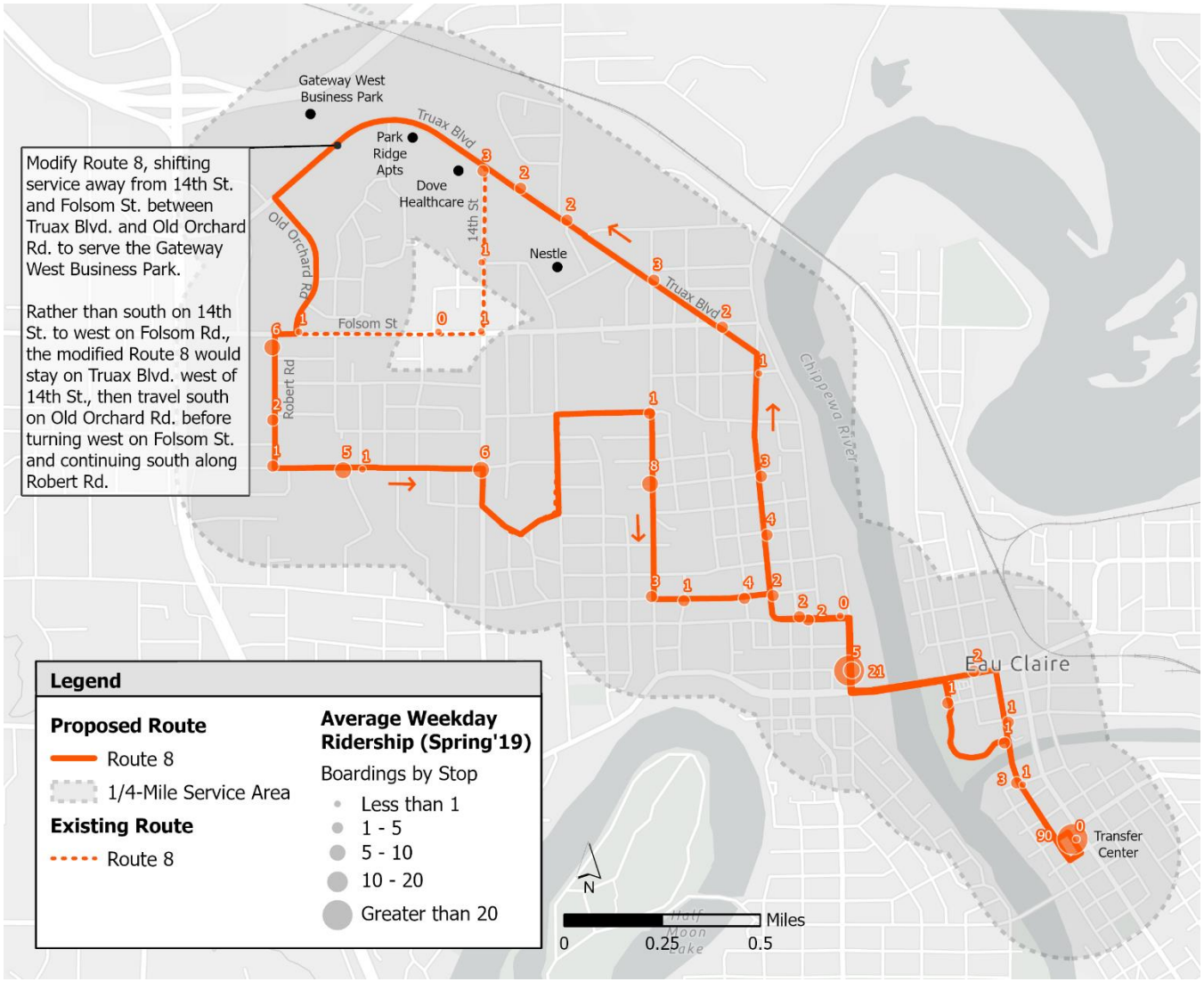


Table 30. Service Resource Summary: Route 8 (Short-Term, Minimal Cost Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
8	Weekdays	Existing	7.7	1	29	14.5	222.1	
		Proposed	7.8	1	29	14.5	226.2	$0
	Saturday	Existing	7.7	1	10	5.0	84.5	
		Proposed	7.8	1	13	6.5	101.4	+$5,000
Total	**Combined**	**Difference**		**0**				**+$5,000**

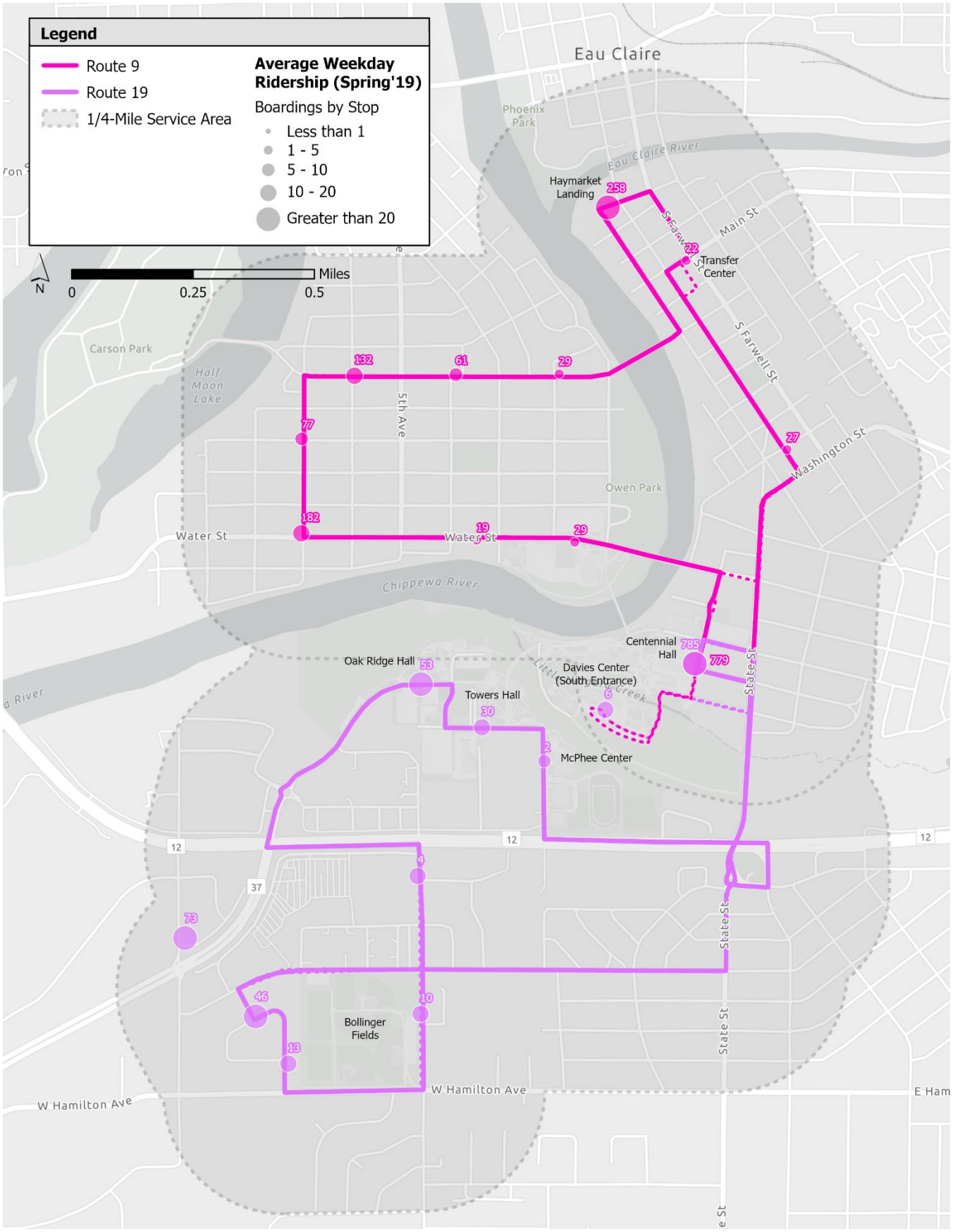
Routes 9 & 19

Significant investment opportunities were identified for Routes 9 and 19 (routes shown in Figure 90). However, the cost-neutral recommendations summarized in Table 31 can be made immediately.

Table 31. Change and Impact Summary: Routes 9 & 19 (Short-Term, Minimal Cost Scenario)

Proposed Change	Impact
During peak periods, operate each circulator route in both directions, alternating with each trip. For example, the Route 9 8:20 AM trip leaving Centennial Hall would operate in the clockwise direction; the next trip, departing at 8:30 AM, would operate in the counterclockwise direction • The peak period for Route 9 is 8:20 AM to 3:50 PM, with service every 10 minutes • The peak period for Route 19 is 12:00 PM to 3:30 PM, with service approximately every 10 minutes Update schedules and overhead signs to distinguish direction of travel when applicable. For example, Route 9 operating in the clockwise direction could be identified as Route 9A; in the counterclockwise direction, it could be named 9B	• This operating strategy allows for more even passenger loads during the busiest times of the day, alleviating overcrowding aboard buses • Today, Routes 9 and 19 riders report full buses midway before the midpoint of the routes; as a result, those boarding at the first few stops along the routes are able to board the bus, while those who would board later on in the route's circular path are unable to do so • Better accommodates passengers with mobility devices and those who may require priority seating, including people with disabilities and seniors • Allows riders to make more informed decisions about when they can expect less crowded buses, depending on their location and time of day • No cost implications: the number of revenue hours and revenue miles of service would not change
In communication to the public, present Routes 9 and 19 separately. Today, the evening version (after 5:00 PM) of Route 9 incorporates Route 19 to become one mega route. Operationally, this makes sense, however, it could be confusing to interpret to the public, when a bus that is labeled as Route 9 suddenly serves the area covered by Route 19 during all other times of the day	Results in consistency, which makes navigating the community by bus easier to understand
Operate the same patterns throughout the service day. Today, after 5:00 PM on weekdays the combination Route 9+19 shifts away from Centennial Hall (the primary bus stop on the UW-Eau Claire Lower Campus) and instead serves the Davies Center (South Entrance). If possible, maintain service at Centennial Hall throughout the day.	Results in consistency, which makes navigating the community by bus easier to understand
Rename the current pattern of Route 9 that operates exclusively on Saturday as a separate route	Reduces confusion about when passengers can travel to and from via Route 9

Figure 90. Routes 9 & 19 (Short-Term, Minimal Cost Scenario)



Route 12

The recommended changes, reasoning, and impacts related to the Short-Term, Minimal Cost recommendations for Route 12 are shown in Figure 91 and Figure 92, and summarized in Table 32 and Table 33.

Table 32. Change and Impact Summary: Route 12 (Short-Term, Minimal Cost Scenario)

Proposed Change	Impact
Modify Route 12 to operate in both directions on Vine St., Warden St. and 9th St.; this would remove Route 12 service from Cameron St. between Warden St. and 9th St.	• Improves access to Delong Middle School and businesses along Warden St. – especially for those living or traveling from west of Clairemont Ave. • Reduces travel times for those who today board the bus on Vine St. or Warden St. and are traveling toward downtown • Negatively impacts very few existing riders • Sum of average weekday boardings no longer served directly*: Less than 1
Extend the span of service to operate from 8:45 AM to 8:45 PM on Saturday	• Greater convenience • Introduces ability to travel 2.5 hours later on Saturday, facilitating more opportunities for employment, healthcare, education, shopping, and social trips

* Required to walk or roll an additional 0.25 miles or more to the new service

Figure 91. Headway and Span Summary: Route 12 (Short-Term, Minimal Cost Scenario)

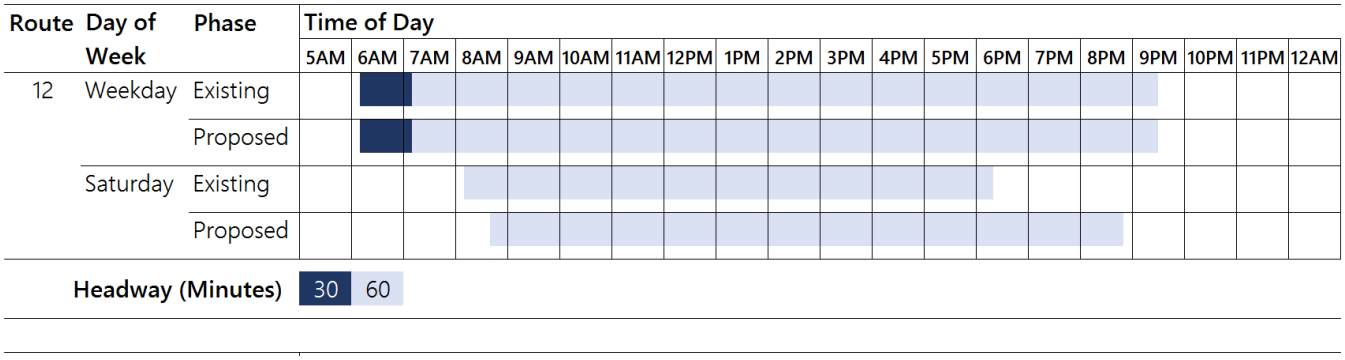
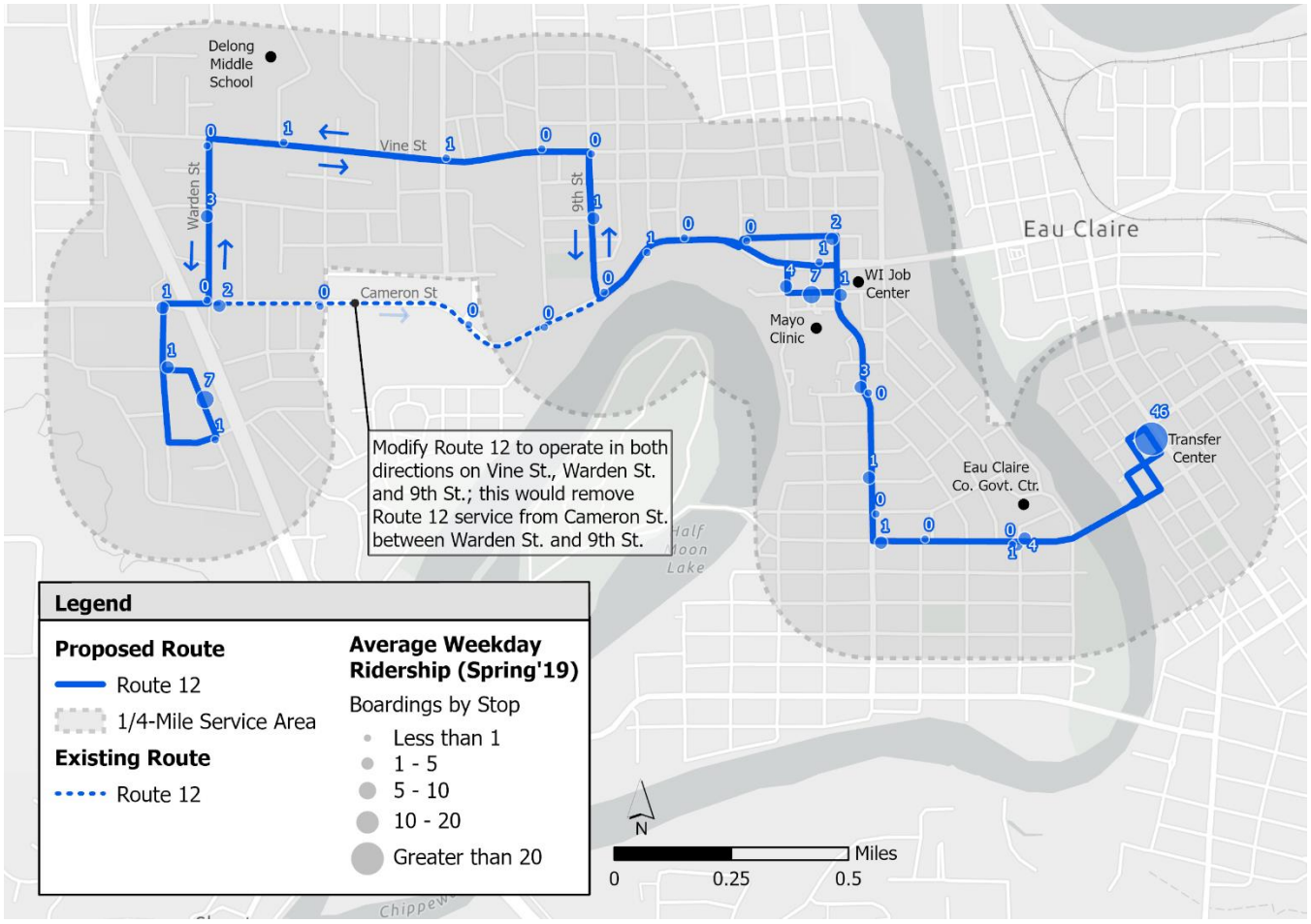


Table 33. Service Resource Summary: Route 12 (Short-Term, Minimal Cost Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
12	Weekdays	Existing	7.6	1	17	8.5	128.5	
		Proposed	8.2	1	17	8.5	138.6	+$0
	Saturday	Existing	7.6	1	11	5.5	83.2	
		Proposed	8.2	1	13	6.5	98.3	+$5,000
Total	**Combined**	**Difference**		**0**				**+$5,000**

Figure 92. Route 12 (Short-Term, Minimal Cost Scenario)



Routes 15 & 21

The recommended changes, reasoning, and impacts related to Routes 15 and 21 are shown in Figure 93 and Figure 94, and summarized in Table 34 and Table 35. The areas served by existing Routes 15 and 21 were identified as in need of improved service and where existing service is duplicative.

Table 34. Change and Impact Summary: Routes 15 & 21 (Short-Term, Minimal Cost Scenario)

Proposed Change	Impact
Restructure Route 21 and eliminate Route 15, creating a single route that operates at comparable service levels compared to today	• Simpler route structures that are easier to understand and use • Increased access to and from the CVTC Health Education Center, Mayo Clinic, Sky Park Industrial Center, and dense housing developments along MacArthur Ave. Craig Rd., and Hamilton Ave., especially in the evening • Increased safety and service reliability by eliminating bus operations within the former Shopko Plaza parking lot; instead, passengers would access the former Shopko Plaza using the bus stop at MacArthur and Ruth • Nearly identical service coverage, requiring only slightly greater walk/roll distances to access businesses in the former Shopko Plaza parking lot
Increase frequency and extend the span of service on Route 21 to operate once every 30 minutes between 6:15 AM and 10:45 PM on weekdays, and every 60 minutes from 8:15 AM to 8:15 PM on Saturday	• Greater convenience • Introduces ability to travel directly between the Transfer Center and destinations just south of Clairemont Ave. for 1.5 hours earlier and 1 hour later on weeknights, and 3 hours later on Saturday, facilitating more opportunities for employment, healthcare, education, shopping, and social trips

Figure 93. Headway and Span Summary: Routes 15 & 21 (Short-Term, Minimal Cost Scenario)

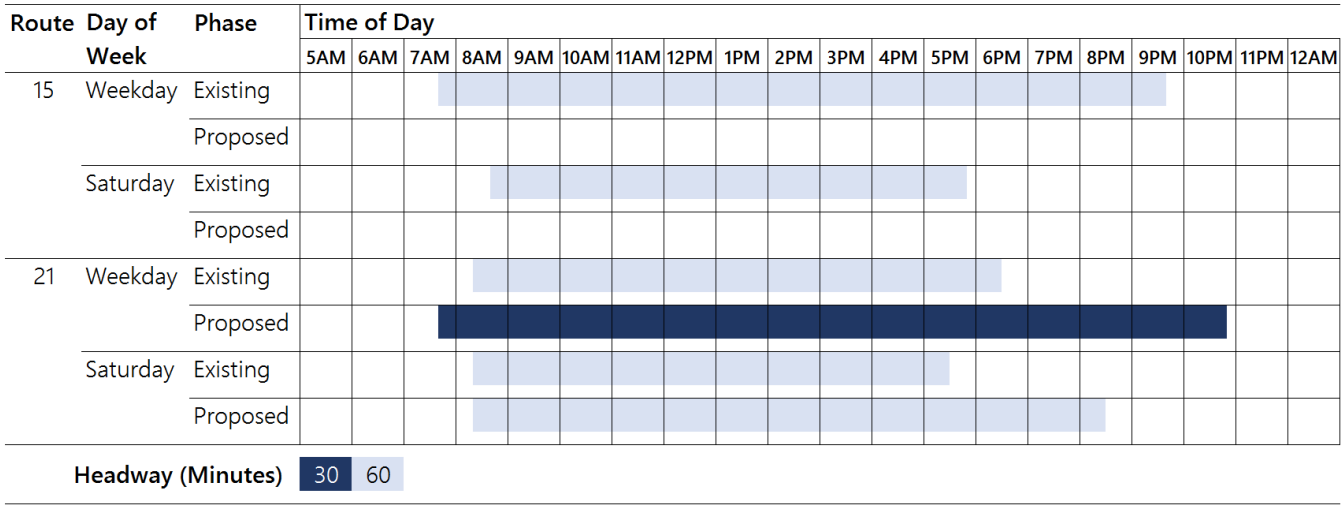


Figure 94. Routes 15 & 21 (Short-Term, Minimal Cost Scenario)

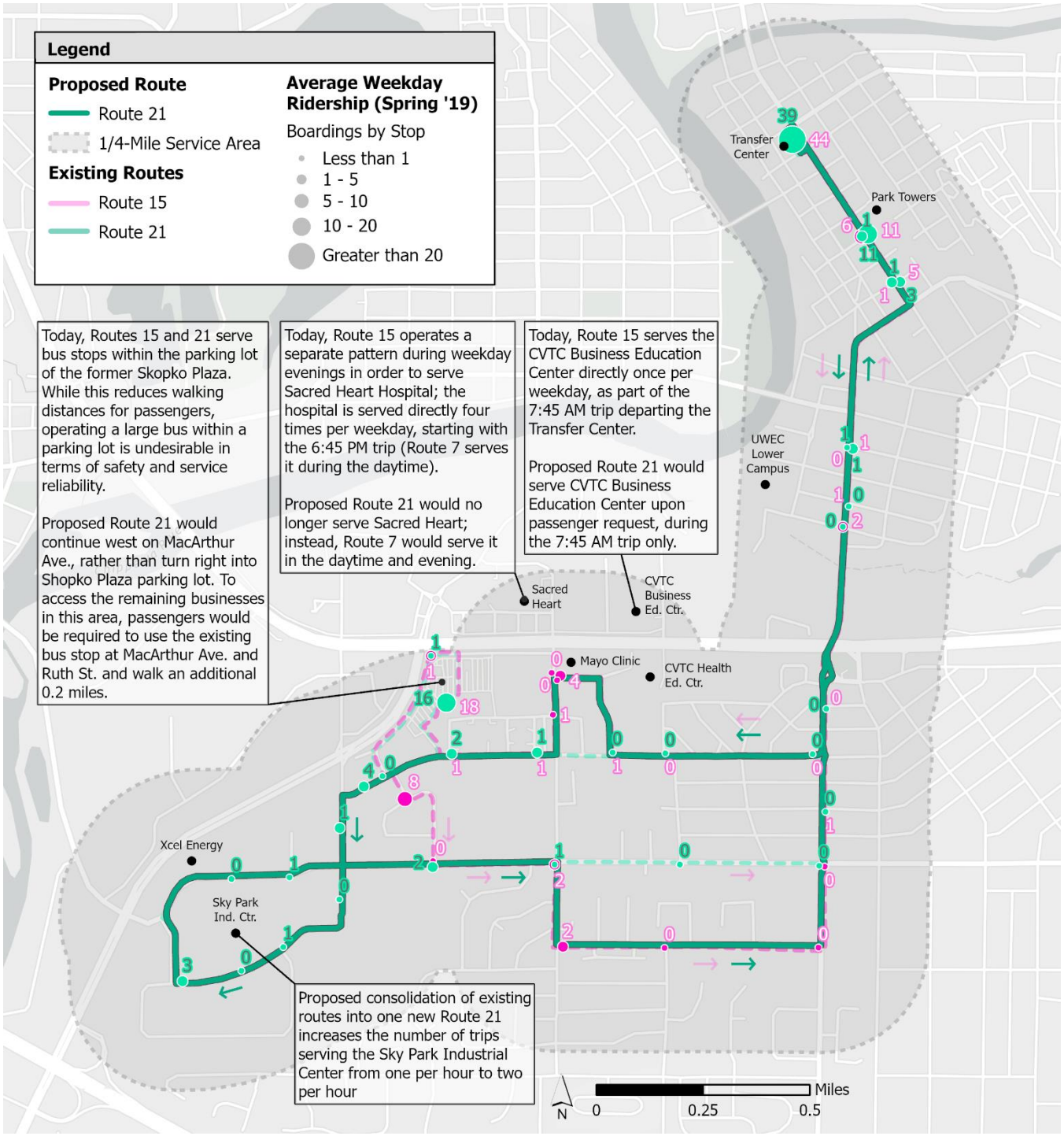


Table 35. Service Resource Summary: Routes 15 & 21 (Short-Term, Minimal Cost Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
15	Weekdays	Existing	7.2	1	15	7.5	107.6	
		Proposed	--	--	--	--	--	-$183,400
	Saturday	Existing	7.2	1	10	5	71.7	
		Proposed	--	--	--	--	--	-$24,900
21	Weekdays	Existing	7.7	1	11	5.5	84.5	
		Proposed	7.9	1	34	17.9	269.0	+$281,200
	Saturday	Existing	7.7	1	10	5	76.8	
		Proposed	7.9	1	13	6.5	102.8	+$7,500
Total	**Combined**	**Difference**		**0**				**+$80,400**

Route 20

The recommended changes, reasoning, and impacts related to the Short-Term, Minimal Cost recommendations for Route 20 are shown in Figure 95 and Figure 96, and summarized in Table 36 and Table 37.

Table 36. Change and Impact Summary: Route 20 (Short-Term, Minimal Cost Scenario)

Proposed Change	Impact
Modify Route 20 to operate in both directions on Lake St., 5th Ave./Bellinger St.; this would remove Route 20 service from Barstow St. (north of Main St.), Riverfront Terrace, and Madison St. (east of Bellinger St.)	• Simpler route structure that is easier to understand and use • Reduced duplication on Barstow St. north of Main St. • Improves access to Mayo Clinic – Luther Campus, the Eau Claire County Government Center, and Randal Park neighborhood, with service once every 30 minutes when combined with Route 12 • Greater convenience and reduced walking/rolling distances from bi-directional service • Negatively impacts very few existing riders • Sum of average weekday boardings no longer served directly by Route 20*: Less than 1
Extend the span of service to operate between 6:45 AM and 8:45 PM on weekdays, and from 8:45 AM to 8:45 PM on Saturday	• Greater convenience • Introduces ability to travel 2 hours earlier and 2 hours later on weeknights, and 2 hours later on Saturday, facilitating more opportunities for employment, healthcare, education, shopping, and social trips

* Required to walk or roll an additional 0.25 miles or more to the new service

Figure 95. Headway and Span Summary: Route 20 (Short-Term, Minimal Cost Scenario)

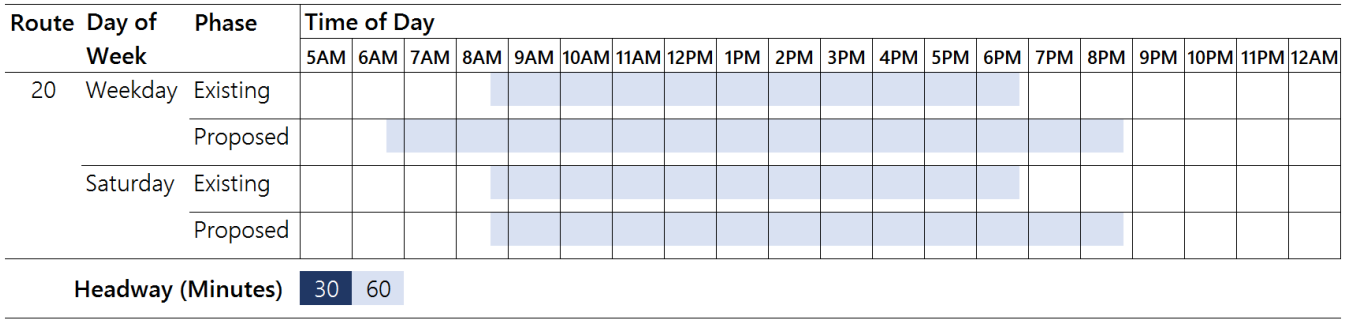
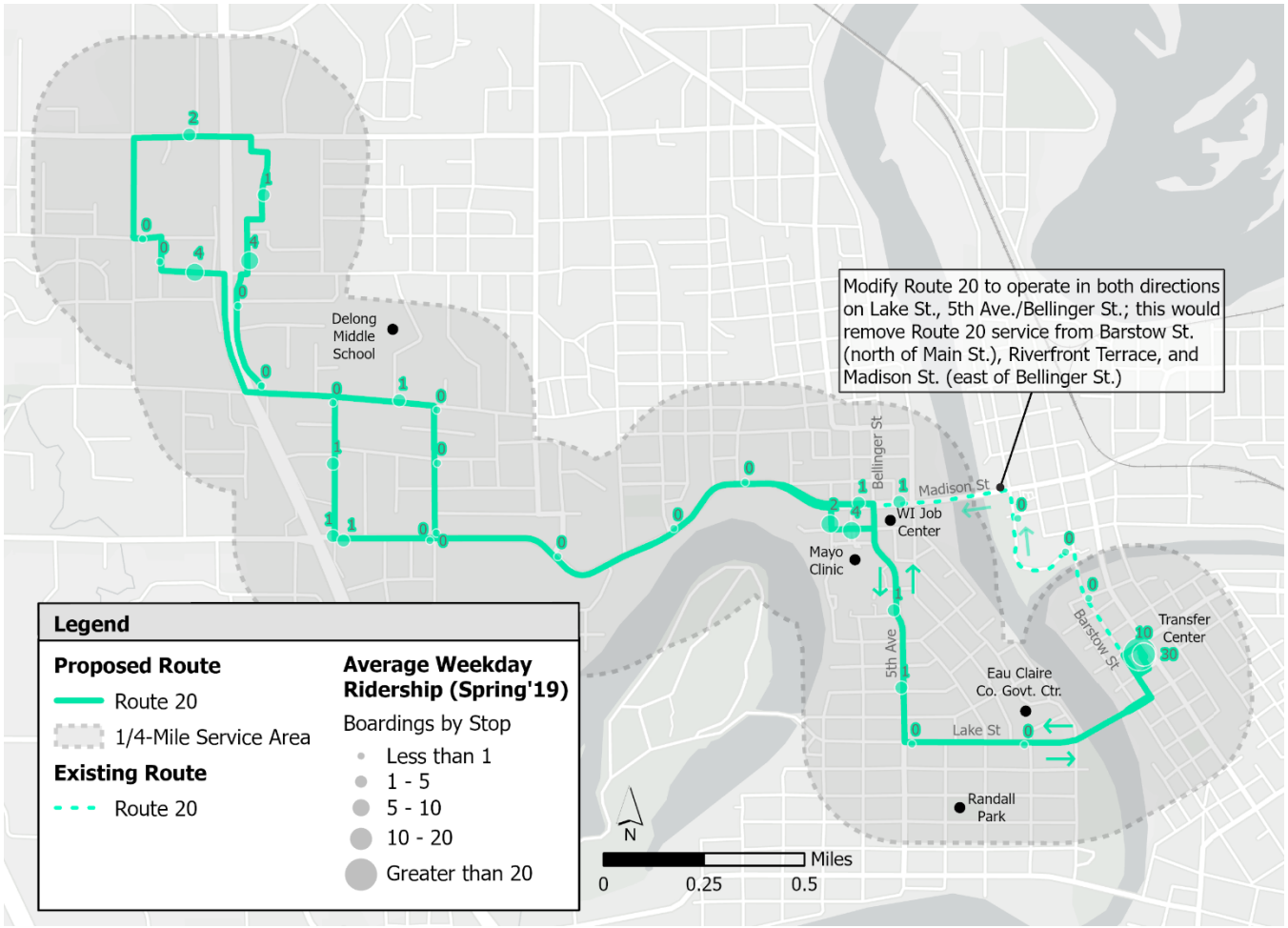


Table 37. Service Resource Summary: Route 20 (Short-Term, Minimal Cost Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
20	Weekdays	Existing	8.4	1	11	5.5	92.3	
		Proposed	8.7	1	15	7.5	131.1	+$48,900
	Saturday	Existing	8.4	1	11	5.5	92.3	
		Proposed	8.7	1	13	6.5	113.6	+$5,000
Total	**Combined**	**Difference**		**0**				**+$53,900**

Figure 96. Route 20 (Short-Term, Minimal Cost Scenario)



Express Routes

Today, ECT operates three express routes to facilitate time-specific trips to important destinations:

- **Express Route 1** operates one trip per day on weekdays; it departs the Transfer Center at 7:15 AM and arrives at the L.E. Phillips Career Development Center at 7:20 AM
- **Express Route 10** operates one trip per day on weekdays; it departs the L.E. Phillips Career Development Center at 2:37 PM, arrives at the Transfer Center at 2:45 PM, Delong Middle School at 3:00 PM, and back to the Transfer Center by 3:15 PM
- **Express Route 10** operates one trip per day on ECASD school days; it departs South Middle School at 2:50 PM and arrives at the Transfer Center at 3:15 PM.

Express Routes 1 and 10 are duplicative of other existing fixed route service. Express Routes 1 and 10 can be eliminated with single-trip deviations on Routes 4 and 3, respectively, with no negative impact to existing riders. Doing so provides the same level of service to passengers but frees up two buses – one in the morning and one in the afternoon – to be deployed elsewhere in the community. These recommendations and their resource impacts are summarized in Table 38 and Table 39.

Table 38. Change and Impact Summary: Express Routes 1 & 10 (Short-Term, Minimal Cost Scenario)

Proposed Change	Impact
Eliminate Express Route 1 and modify the Route 4 trip that departs the Transfer Center at 7:15 AM on weekdays In the eastbound/northbound direction on Birch St., turn south on Putnam St., east on Summit St., south on McDonough St., and east on Bellevue Ave.; drop off and pick up passengers at the southwest corner of Bellevue Ave. and Spring St., one block north of the L.E. Phillips Career Development Center, at approximately 7:25 AM; head north back to Birch St. and continue to operate the regular Route 4 pattern	• Reduced duplication • Frees up one bus and one driver to be used elsewhere in the fixed route system • Increases the walking/rolling distance by 600 feet for go to or coming from the L.E. Phillips Career Development Center • Negligible cost to Route 4
Eliminate Express Route 10 and modify the Route 3 trip that is schedule to arrive at the Transfer Center by 2:45 PM on weekdays In the westbound/southbound direction on Birch St., turn south on Fall St., continue south on Spring St. to Ball St.; drop off and pick up passengers at the L.E. Phillips Career Development Center at approximately 2:40 PM; head north back to Summit St. and continue to operate the regular Route 3 pattern, arriving at the Transfer Center by 2:45 PM. From there, Express Route 10 riders can use either Route 8 or Route 20 to arrive at their destinations.	• Reduced duplication • Frees up one bus and one driver to be used elsewhere in the fixed route system • Adds a transfer from Route 3 to either Route 8 or Route 20 at the Transfer Center • Negligible cost to Route 3

Table 39. Service Resource Summary: Express Routes 1 & 10 (Short-Term, Minimal Cost Scenario)

Route	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
Express 1	Existing	1.5	1	1	0.2	1.5	
	Proposed	--	--	--	--	--	-$4,100
Express 10	Existing	9.3	1	1	0.6	9.3	
	Proposed	--	--	--	--	--	-$14,700
Total	**Difference**		**-1**				**-$18,800**

Routes with No Changes

No significant changes are recommended for the following routes under the Short-Term, Minimal Cost scenario:

- Route 2
- Route 7
- Route 18
- Express 11

Summary of Recommended Changes

Table 40 and Table 41 summarize the recommended service changes and their resource and cost implications under the Short-Term, Minimal Cost scenario. In total, the recommended service changes require:

- one less bus operating in the peak period, or busiest time of day;
- an increase of 3,421 (7.4%) annual vehicle revenue hours;
- 3,338 (0.5%) fewer annual vehicle revenue miles; and
- an estimated $195,400 (4.4%) increase in annual operating and maintenance costs (before accounting for state and federal grants or fare revenue).

Table 40. Service & Resource Summary: Short-Term, Minimal Cost Scenario

Recommendations Packaged by Route(s)	**Change from Existing***			
	Buses Reqd. (Peak)	**Annual Revenue Hours**	**Annual Revenue Miles**	**Annual Operating Expense**
Route 1: Minor routing change, add evening and Saturday service	0	+718.0	+7,123.1	+$68,800
Routes 3 & 4: Restructure routes	0	0.0	+5,212.2	$0
Route 3/4: Replace with North On-Demand Zone	0	+2,263.0	-28,305.2	+$4,400
Routes 5 & 6: Restructure routes, add evening and Saturday service	0	-869.0	-18,153.4	-$83,300
Route 8: Minor routing change, add evening and Saturday service	0	+52.0	+1926.6	+$5,000
Routes 9 & 19: Changes to operations and communications	0	0.0	0.0	$0
Route 12: Minor routing change, add evening and Saturday service	0	+52.0	+3,343.9	+$5,000
Routes 15 & 21: Restructure routes, add evening and Saturday service	0	+838.0	+17,260.2	+$80,400
Route 20: Minor routing change, add evening and Saturday service	0	+562.0	+11,005.7	+$53,900
Express Routes 1 & 10: Replace with modified trips on Routes 4 and 3	-1	-195.5	-2,751.5	-$18,800
Staff: Evening Operations Supervisor^	--	--	--	+$80,000
Combined: Net Total		**+3,420.5**	**-3,338.4**	**+$195,400**
Combined: Net Percent Change		**+7.3%**	**-0.5%**	**+4.4%**
Buses Operating at Peak Period	**15**			
Net Buses Operating at Peak Period	**-1**			

*Under typical conditions (fall 2019), ECT's fixed route annual operating expense is approximately $4,490,000; annual revenue hours amount to about 46,800; and annual revenue miles amount to approximately 702,700.
^The addition of Route 1 service 2 hours later on weeknights would require ECT to hire an additional operations supervisor. The high-level, planning stage estimate of this additional staff is assumed to be $80,000, added to annual operating expenses.

Table 41. Service Change Summary: Short-Term, Minimal Cost Scenario

Green highlight indicates change compared to existing

Route		Period	Weekday			Saturday			Notes
			Start of First Trip	Start of Last Trip	Frequency (minutes)	Start of First Trip	Start of Last Trip	Frequency (minutes)	
1	Margaret – Mall	Existing	6:15 AM	9:15 PM	60	8:15 AM	5:15 PM	60	
		Proposed	6:15 AM	11:15 PM	60	8:15 AM	9:15 PM	60	
2	Mt. Washington	Existing	5:45 AM	9:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	5:45 AM	9:45 PM	60	8:15 AM	5:15 PM	60	
3	North High	Existing	5:45 AM	5:45 PM	60	--	--	--	
		Proposed	5:45 AM	5:45 PM	60	--	--	--	
4	Locust Ln	Existing	6:15 AM	5:15 PM	60	--	--	--	
		Proposed	6:15 AM	5:15 PM	60	--	--	--	
3/4	North High/Locust	Existing	6:45 PM	9:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	--	--	--	--	--	--	*
5	Rudolph Rd	Existing	6:15 AM	9:15 PM	60	8:15 AM	5:15 PM	60	
		Proposed	--	--	--	--	--	--	^
6	Putnam – Mall	Existing	7:45 AM	6:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	6:15 AM	10:15 PM	60	8:45 AM	8:45 PM	60	^
7	West Clairemont	Existing	6:45 AM	5:15 PM	60	8:15 AM	5:15 PM	60	+
		Proposed	6:45 AM	5:15 PM	60	8:15 AM	5:15 PM	60	+
8	Folsom – Vine	Existing	5:45 AM	9:15 PM	30/60	8:15 AM	6:15 PM	60	
		Proposed	5:45 AM	9:15 PM	30/60	8:15 AM	8:15 PM	60	
9	Water St	Existing	6:50 AM	10:00 PM	10/20/60	12:00 PM	5:00 PM	60	
		Proposed	6:50 AM	10:00 PM	10/20/60	12:00 PM	5:00 PM	60	
12	Delong	Existing	6:15 AM	9:15 PM	60	8:15 AM	6:15 PM	60	
		Proposed	6:15 AM	9:15 PM	60	8:45 AM	8:45 PM	60	
15	West MacArthur	Existing	7:45 AM	9:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	--	--	--	--	--	--	#
17	Altoona	Existing	6:45 AM	6:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	6:45 AM	6:45 PM	60	8:45 AM	5:45 PM	60	
18	Memorial	Existing	6:15 AM	9:45 PM	30/60	8:45 AM	5:45 PM	60	
		Proposed	6:15 AM	9:45 PM	30/60	8:45 AM	5:45 PM	60	
19	Stein Blvd	Existing	6:48 AM	10:30 PM	13/20/60	--	--	--	
		Proposed	6:48 AM	10:30 PM	13/20/60	--	--	--	
20	Westridge	Existing	8:45 AM	6:45 PM	60	8:45 AM	6:45 PM	60	
		Proposed	6:45 AM	8:45 PM	60	8:45 AM	8:45 PM	60	
21	Shopko – Bollinger	Existing	8:15 AM	6:15 PM	60	8:15 AM	5:15 PM	60	
		Proposed	6:15 AM	10:45 PM	30	8:15 AM	8:15 PM	60	#
North On-Demand		Existing	--	--	--	--	--	--	
		Proposed	6:15 PM	10:45 PM	On Demand	8:15 AM	8:45 PM	On Demand	*

Table 64 Notes:
*Route 3/4 replaced by North On-Demand service
^Route 5 replaced by restructured Route 6
+Route 7 operates Tuesday and Thursday until 8:15 PM
#Route 15 replaced by restructured Route 21

Short-Term, Moderate Investment Scenario

The following service recommendations can be implemented relatively quickly but require additional investment in operating funding and/or significant capital purchases, such as vehicles.

Route 1

The recommended changes, reasoning, and impacts related to Short-Term, Investment Scenario recommendations for Route 1 are shown in Figure 97 and summarized in Table 42 and Table 43. The routing changes recommended as part of the Short-Term, Minimal Cost Scenario (see Figure 82 and Table 21) would also apply in this Short-Term, Investment Scenario.

Route 1 has historically been among ECT's highest ridership, most productive route, and most useful routes. Aside from Routes 9 and 19, Route 1 was the route most often mentioned by the public and stakeholders during engagement throughout the project as in need of additional investment.

Table 42. Change and Impact Summary: Route 1 (Short-Term, Investment Scenario)

Proposed Change	Impact
Increase the frequency of Route 1 to operate every 30 minutes throughout the day on weekdays and Saturday	• Increased access to and from the Oakwood Mall and surrounding commercial area, Memorial High School, the East Hill neighborhood, and the Transfer Center

Figure 97. Headway and Span Summary: Route 1 (Short-Term, Investment Scenario)

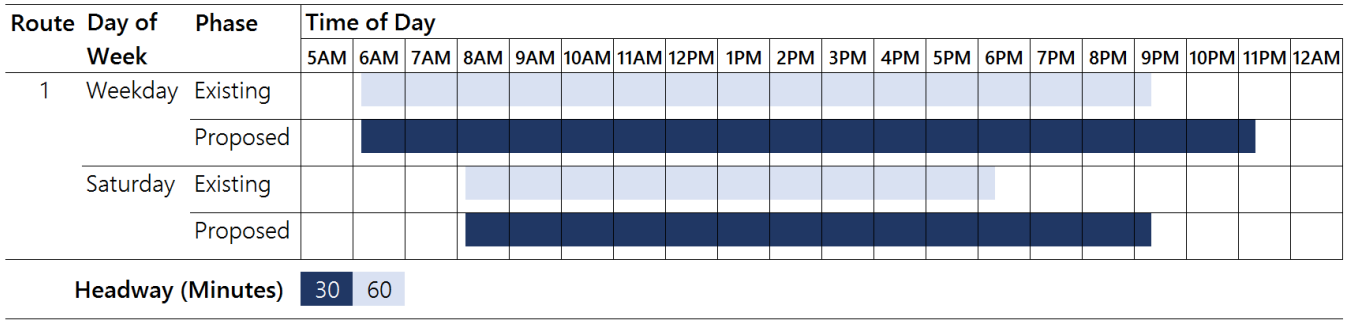


Table 43. Service Resource Summary: Route 1 (Short-Term, Investment Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
1	Weekdays	Existing	13.6	1	16	16.0	216.8	
		Proposed	13.1	2	35	35.0	457.1	+$464,600
	Saturday	Existing	13.6	1	10	10.0	135.5	
		Proposed	13.1	2	27	27.0	352.6	+$84,700
Total	**Combined**	**Difference**		**+1**				**+$549,300**

Route 2

The recommended changes, reasoning, and impacts related to Short-Term, Investment Scenario recommendations for Route 2 are summarized in Table 44 and Table 45 and shown in Figure 98.

Table 44. Change and Impact Summary: Route 2 (Short-Term, Investment Scenario)

Proposed Change	Impact
Extend the span of service on Route 2 to operate once every 60 minutes from 8:15 AM to 8:15 PM on Saturday	• Greater convenience for those living in the Mount Washington neighborhood, where 20 percent of residents are people of color (Figure 10); Eau Claire citywide is 9.5 percent people of color[8] • Introduces ability to travel directly between the Mount Washington neighborhood and the Transfer Center for 3 hours later into the evening • Creates a more consistent Saturday route network, with most routes operating until 8:15 PM or later

Figure 98. Headway and Span Summary: Route 2 (Short-Term, Investment Scenario)

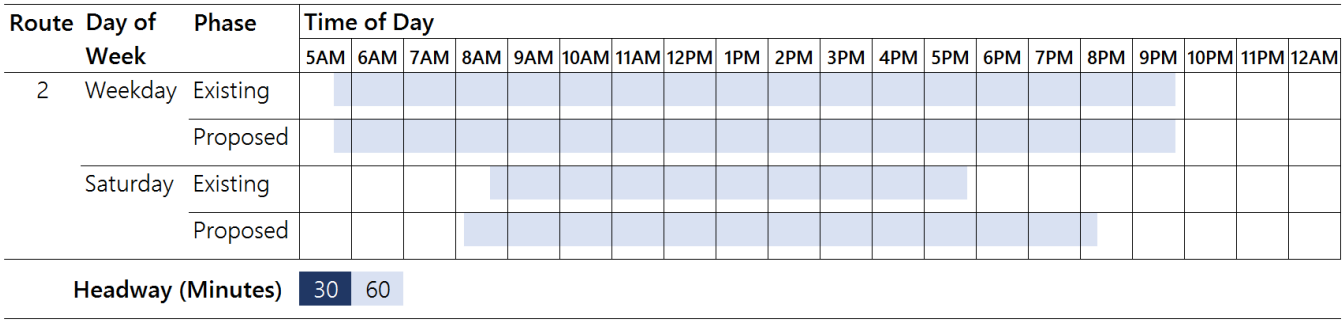


Table 45. Service Resource Summary: Route 2 (Short-Term, Investment Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
2	Weekdays	Existing	7.4	1	17	8.5	125.6	
		Proposed	7.4	1	17	8.5	125.6	$0
	Saturday	Existing	7.4	1	10	5.0	73.9	
		Proposed	7.4	1	13	6.5	96.1	+$7,500
Total	**Combined**	**Difference**		**0**				**+$7,500**

[8] U.S. Census Bureau, 2014-2017 American Community Survey 5-Year Estimates

Routes 3 & 4

The recommendations for Routes 3 & 4 under the Short-Term, Investment Scenario are identical to those assumed as part of the Short-Term, Minimal Cost Scenario (see Table 23).

Route 3/4 & North On-Demand Service

The recommendation from Short-Term, Minimal Cost Scenario to replace Route 3/4 with the North On-Demand service (Table 25) would be replicated under the Short-Term, Minimal Cost Scenario.

Routes 5 & 6

The recommended changes, reasoning, and impacts related to Routes 5 and 6, serving southeast Eau Claire, are shown in Figure 99 and summarized in Table 46 and Table 47. The areas served by existing Routes 1, 5, and 6 were identified as in need of improved service and where existing service is duplicative. Unlike the Short-Term, Minimal Cost recommendation, this Short-Term, Investment recommendation addresses the duplication issue and also invests resources into Route 6.

Table 46. Change and Impact Summary: Routes 5 & 6 (Short-Term, Investment Scenario)

Proposed Change	Impact
*(Identical to the Short-Term, Minimal Cost Scenario recommendation (*see Figure 86*)*	• Reduced duplication • Simpler route structures that are easier to understand and use
Restructure Route 6 and eliminate Route 5	• Increased access to and from the Oakwood Mall and surrounding commercial area, South Middle School and Fairfax St., UW-Eau Claire lower campus, and the Transfer Center
Restructure Route 6 to create service in both directions west of Oakwood Mall; eliminate portion of existing Route 6 that is served by Route 1	• Reduced travel times for many riders • Greater convenience and shorter travel times from bi-directional Route 6 service; reduced walking/rolling distances and/or need to travel downtown on return trips
The areas currently served by Route 5 would be covered by portions of the modified Route 6 and Route 1	• Nearly identical service coverage and alternative options for the vast majority of existing Route 5 and 6 passengers • Sum of average weekday boardings no longer served directly*: ○ Route 5, less than 1; Route 6, less than 2
Increase frequency and extend the span of service on Route 6 to operate once every 30 minutes between 6:15 AM and 10:45 PM on weekdays, and once every 60 minutes from 8:45 AM to 8:45 PM on Saturday	• Greater convenience • Nearly 3 times as many daily scheduled Route 6 trips compared to today • Introduces ability to travel directly between the Oakwood Mall and surrounding commercial area, South Middle School and Fairfax St., UW-Eau Claire lower campus, and the Transfer Center for 4 hours later into the evening, facilitating more opportunities for employment and education-related trips

Figure 99. Headway and Span Summary: Routes 5 & 6 (Short-Term, Investment Scenario)

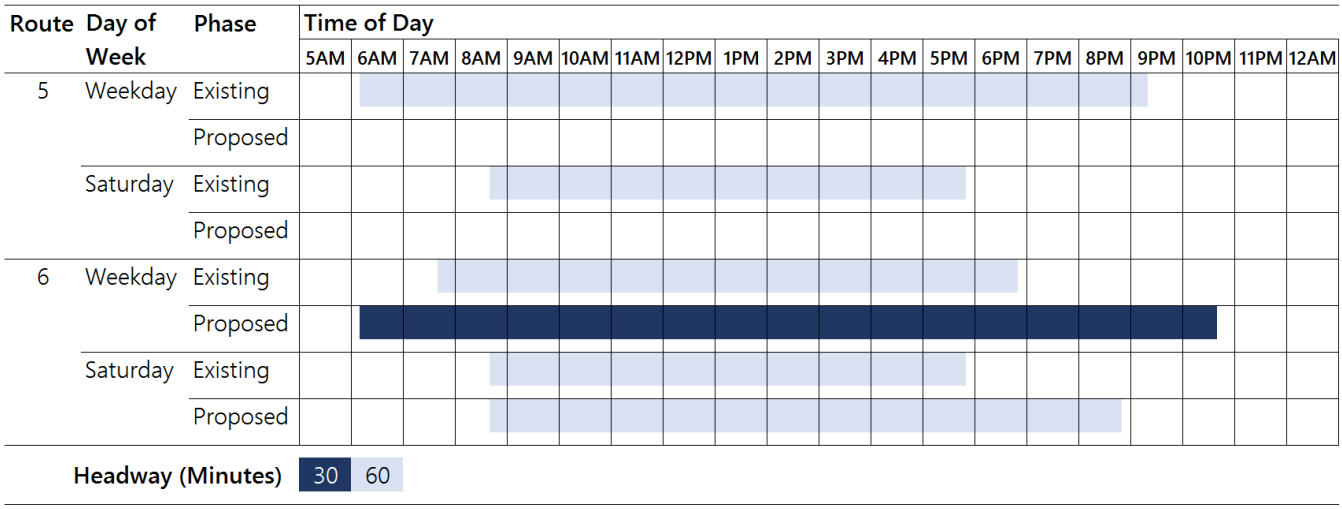


Table 47. Service Resource Summary: Routes 5 & 6 (Short-Term, Investment Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
5	Weekdays	Existing	8.4	1	16	8.0	133.9	
		Proposed	--	--	--	--	--	-$195,600
	Saturday	Existing	8.4	1	10	5.0	83.7	
		Proposed	--	--	--	--	--	-$24,900
6	Weekdays	Existing	14.5	1	12	12.0	174.0	
		Proposed	14.4	2	34	34.0	490.3	+$537,900
	Saturday	Existing	14.5	1	10	10.0	145.0	
		Proposed	14.4	1	13	13.0	187.5	+$14,900
Total	**Combined**	**Difference**		**0**				**+$332,300**

Route 7

The recommended changes, reasoning, and impacts related to Short-Term, Investment Scenario recommendations for Route 7 are summarized in Table 48 and Table 49 and shown in Figure 102.

Table 48. Change and Impact Summary: Route 7 (Short-Term, Investment Scenario)

Proposed Change	Impact
Extend the span of service on Route 7 to operate once every 60 minutes between 6:45 AM and 8:15 PM on weekdays, and from 8:15 AM to 8:15 PM on Saturday Today Route 7 service operates until 5:15 PM Monday, Wednesday, and Friday, and until 8:15 PM Tuesday and Thursday; and until 5:15 PM on Saturday	• Greater convenience for those working or studying along the W Clairemont Ave corridor, where there is a relatively high density of people and jobs (Figure 7) • Introduces ability to travel directly between the Transfer Center and CVTC Business Education Center, CVTC Health Education Center, Sacred Heart Hospital, and Marshfield Medical Center, for 3 hours later into the evening Monday through Friday • Creates a more consistent Route 7 on weeknights, rather than service differing on Tuesday and Thursday • Creates a more consistent Saturday route network, with most routes operating until 8:15 PM or later

Figure 100. Headway and Span Summary: Route 7 (Short-Term, Investment Scenario)

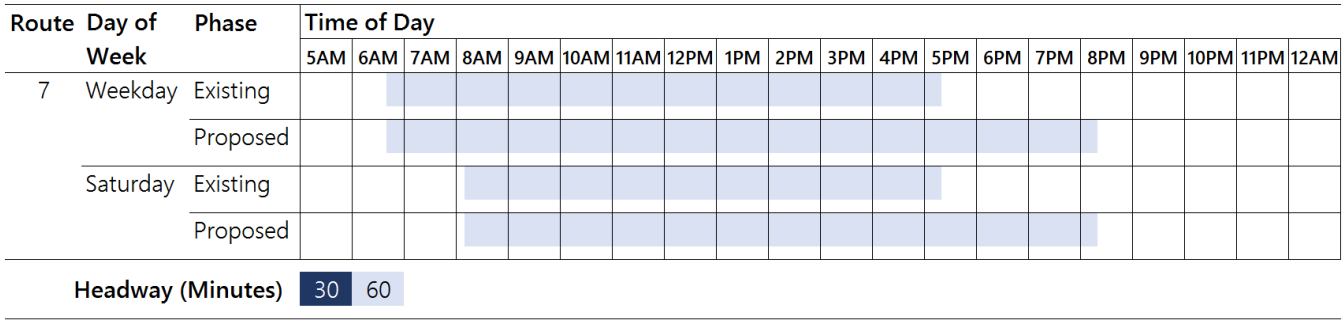


Table 49. Service Resource Summary: Route 7 (Short-Term, Investment Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
7	Weekdays	Existing	6.3	1	15	7.5	95.5	
		Proposed	6.3	1	15	7.5	95.5	+$22,000*
	Saturday	Existing	6.3	1	10	5.0	63.2	
		Proposed	6.3	1	13	6.5	82.2	+$7,500
Total	**Combined**	**Difference**		**0**				**+$29,500**

*Result of service until 8:15 PM Monday through Friday; today, service from 5:15 PM to 8:15 PM is only available Tuesday and Thursday.

Route 8

The recommended changes, reasoning, and impacts related to the Short-Term, Investment Scenario recommendations for Route 8 are shown in Figure 97, and summarized in Table 50 and Table 51. Expanding on the Short-Term, Minimal Cost recommendation (Table 29), this Short-Term, Investment recommendation also adds frequency after 5:45 PM on weekdays.

Table 50. Change and Impact Summary: Route 8 (Short-Term, Investment Scenario)

Proposed Change	Impact
(Identical to the Short-Term, Minimal Cost Scenario recommendation (see Figure 89*)* Modify Route 8, shifting service away from 14th St. and Folsom St. between Truax Blvd. and Old Orchard Rd. to serve the Gateway West Business Park.	• Provide access to about 300 additional jobs along Truax Blvd. in the Gateway West Business Park • Negatively impacts very few existing riders • Sum of average weekday boardings no longer served directly*: Less than 2
Increase frequency and extend the span of service on Route 8 to operate every 30 minutes between 5:45 AM and 10:45 PM on weekdays, and every 60 minutes from 8:15 AM to 8:15 PM on Saturday	• Greater convenience • Adds 5 scheduled trips after 5:45 PM, more than double what is available today • Introduces ability to travel 1.5 hours later on weeknights and 2.5 hours later on Saturday, facilitating more opportunities for employment, healthcare, education, shopping, and social trips

* Required to walk or roll an additional 0.25 miles or more to the new service

Figure 101. Headway and Span Summary: Route 8 (Short-Term, Investment Scenario)

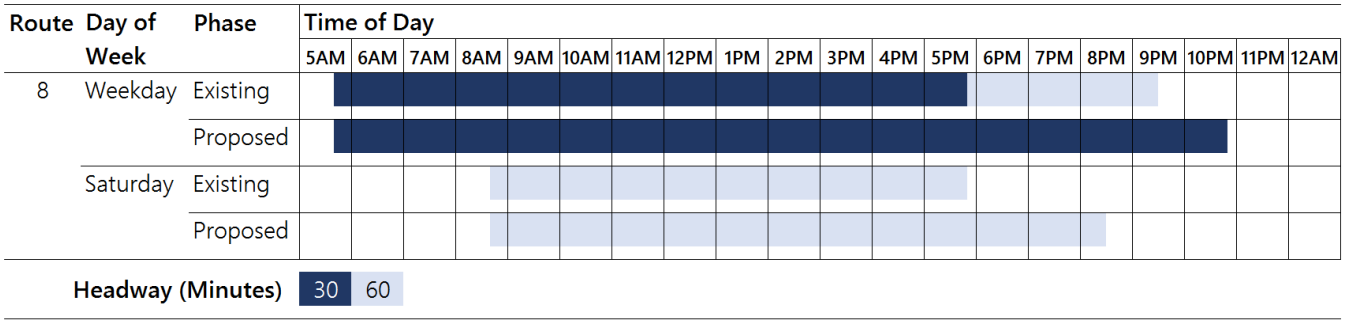


Table 51. Service Resource Summary: Route 8 (Short-Term, Investment Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
8	Weekdays	Existing	7.7	1	29	14.5	222.1	
		Proposed	7.8	1	35	17.5	273.0	+$73,400
	Saturday	Existing	7.7	1	10	5.0	84.5	
		Proposed	7.8	1	13	6.5	101.4	+$5,000
Total	**Combined**	**Difference**		**0**				**+$78,400**

Routes 9 & 19

The recommended changes, reasoning, and impacts related to Short-Term, Investment recommendations for Routes 9 and 19 are shown in Figure 102 and summarized in Table 52 and Table 53. This recommendation represents significant investments in span of service on weekdays and Saturday and improves frequency during off-peak times. The routing and naming convention changes recommended as part of the Short-Term, Minimal Cost Scenario (see Table 31) would also apply in this Short-Term, Investment Scenario.

Combined, Routes 9 and 19 account for over 40% of ECT's total annual ridership. Each route is critical to mobility between and around the UW-Eau Claire upper and lower campuses and surrounding neighborhoods. The results of public engagement with UW-Eau Claire students and stakeholders identified Routes 9 and 19 as priorities for adding frequency, extending the times of higher frequency service, and extending service later into the evening. These recommendations are in direct response to that input.

Figure 102. Headway and Span Summary: Routes 9 and 19 (Short-Term, Investment Scenario)

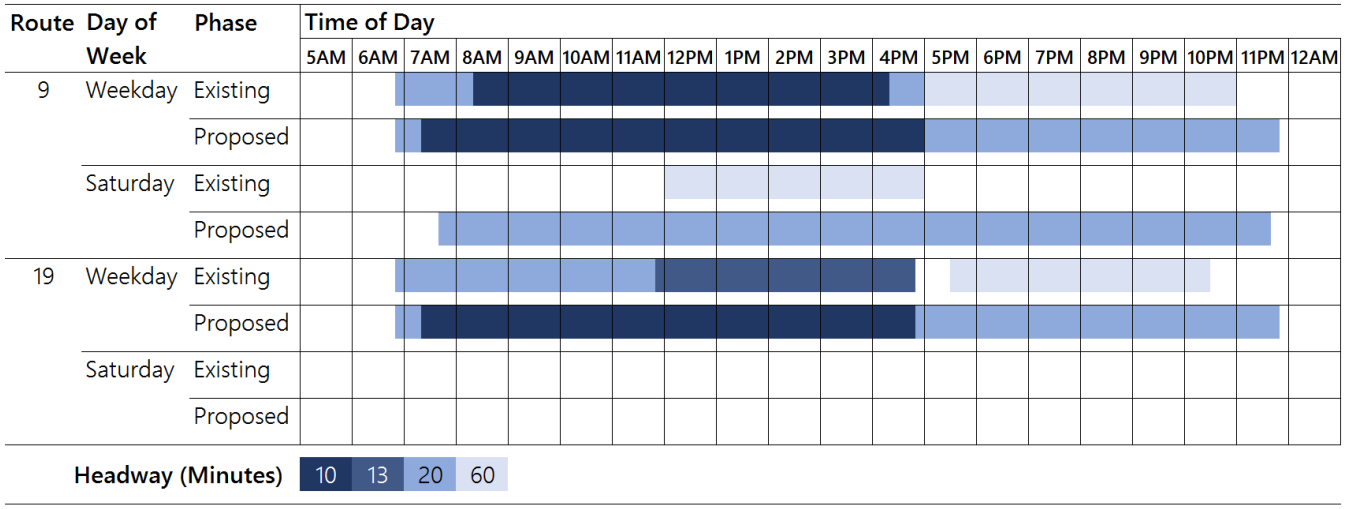


Table 52. Change and Impact Summary: Routes 9 & 19 (Short-Term, Investment Scenario)

Proposed Change	Impact
Extend the span of service on Route 9 to operate between 6:50 AM and 11:40 PM on weekdays, and from 7:40 AM to 11:40 PM on Saturday	• Provides more late-night travel options for those going between UW-Eau Claire campuses, downtown, and Water St. • Provides more Saturday travel options • Reduces waiting times, especially at night, making the bus a more convenient option
Extend the period that Route 9 operates at peak, 10-minute headways by one hour in the morning (from 8:20 AM to 7:20 AM) and by one hour in the afternoon (from 3:50 PM to 4:50 PM)	• Increases convenience for those making time-sensitive trips to and the UW-Eau Claire Lower Campus • Alleviates overcrowding aboard buses • Potentially alleviates demand for parking on and around the UW-Eau Claire campuses

Proposed Change	Impact
Increase the peak frequency of Route 19 from once every 13 minutes to once every 10 minutes; extend the period that Route 19 operates at peak, 10-minute headways by 4.5 hours, to start at 7:18 AM rather than 12:00 PM	• Increases convenience for those making time-sensitive trips to and the UW-Eau Claire Lower Campus • Alleviates overcrowding aboard buses • Potentially alleviates demand for parking on and around the UW-Eau Claire campuses
Add Saturday service to Route 19, operating on 20-minute headways from 7:38 AM to 11:38 PM	• Provides Saturday travel options, connecting UW-Eau Claire Upper Campus to the rest of the fixed route network • Provides a late-night travel option for those going between UW-Eau Claire campuses, downtown, and Water St.
Increase the frequency of Route 9 on Saturday to operate on 20-minute headways, rather than 60-minute	• Provides more convenient Saturday travel options, connecting UW-Eau Claire Lower Campus to the rest of the fixed route network

Table 53. Service Summary: Routes 9 & 19 (Short-Term, Investment Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
9	Weekdays	Existing	3.9	2	59	12.7	235.5	
		Proposed	3.9	2	81	27.0	317.5	+$102,600
	Saturday	Existing	17.8	1	6	6.00	106.7	
		Proposed	3.9	1	49	16.3	192.1	+$31,700
19	Weekdays	Existing	5.5	2	40	13.3	220.4	
		Proposed		2	81	27.0	446.3	+$221,500
	Saturday	Existing	--	--	--	--	--	
		Proposed	5.5	1	49	16.3	270.0	+$50,100
Total	**Combined**	**Difference**		**0**				**+$405,900**

Route 12

The recommendations for Route 12 under the Short-Term, Investment Scenario are nearly identical to those assumed as part of the Short-Term, Minimal Cost Scenario (see Table 32). However, under the Investment Scenario, Route 12 would also operate until 10:15 PM.

Table 54. Change and Impact Summary: Route 12 (Short-Term, Investment Scenario)

Proposed Change	Impact
(Identical to the Short-Term, Minimal Cost Scenario recommendation (see Figure 92*)*	• Improves access to Delong Middle School and businesses along Warden St. – especially for those living or traveling from west of Clairemont Ave.
Modify Route 12 to operate in both directions on Vine St., Warden St. and 9th St.; this would remove Route 12 service from Cameron St. between Warden St. and 9th St.	• Reduces travel times for those who today board the bus on Vine St. or Warden St. and are traveling toward downtown • Negatively impacts very few existing riders • Sum of average weekday boardings no longer served directly*: Less than 1
Extend the span of service to operate from 6:15 AM to 10:15 PM on weekdays	• Greater convenience • Introduces ability to travel 1 hour later on weeknights, facilitating more opportunities for employment, healthcare, education, shopping, and social trips

* Required to walk or roll an additional 0.25 miles or more to the new service

Figure 103. Headway and Span Summary: Route 12 (Short-Term, Investment Scenario)

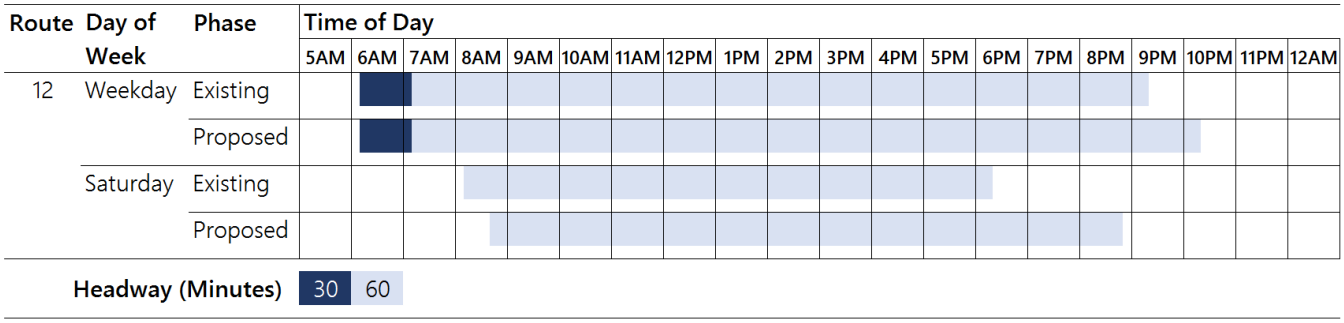


Table 55. Service Resource Summary: Route 12 (Short-Term, Investment Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
12	Weekdays	Existing	7.6	1	17	8.5	128.5	
		Proposed	8.2	1	18	9.9	146.7	+$12,200
	Saturday	Existing	7.6	1	11	5.5	83.2	
		Proposed	8.2	1	13	6.5	98.3	+$5,000
Total	**Combined**	**Difference**		**0**				**+$17,200**

Routes 15 & 21

The recommendations for Routes 15 and 21 under the Short-Term, Investment Scenario are identical to those assumed as part of the Short-Term, Minimal Cost Scenario (see Table 34).

Routes 17 & 71

The recommended changes, reasoning, and impacts related to Routes 17 and 71 are shown in Figure 104 and Figure 105, and summarized in Table 56 and Table 57. Eau Claire and Altoona residents identified existing Route 17 as not meeting current needs, nor serving growing parts of Altoona.

Table 56. Change and Impact Summary: Routes 17 & 71 (Short-Term, Investment Scenario)

Proposed Change	Impact
Eliminate Route 17 and replace with a new Route 71, serving Birch St., Woodman's, the new River Prairie development, and other important destinations in Altoona The new Route 71 would operate in both directions along most of the route, including service to Woodman's and River Prairie in both the eastbound and westbound directions One roundtrip on Route 71 would take approximately 60 minutes, compared to 30 minutes on existing Route 17	• More convenient, bi-directional service between the Transfer Center, the North Side Hill neighborhood, businesses along Birch St., and Woodman's • Introduce transit service to the new River Prairie and Solis Circle developments, and Hillcrest Estates mobile home community in Altoona • More direct, faster connection between the center of Altoona and important destinations to the west, including OakLeaf Hospital, Woodman's, River Prairie, and businesses along Birch St. • Simpler route structure that is easier use compared to the existing Route 17 • More evening and late-night options for travel between Eau Claire and Altoona • Nearly identical service coverage compared to Route 17 when combined with the recommended realignment of Route 18 a few blocks to the east

Figure 104. Headway and Span Summary: Routes 17 & 71 (Short-Term, Investment Scenario)

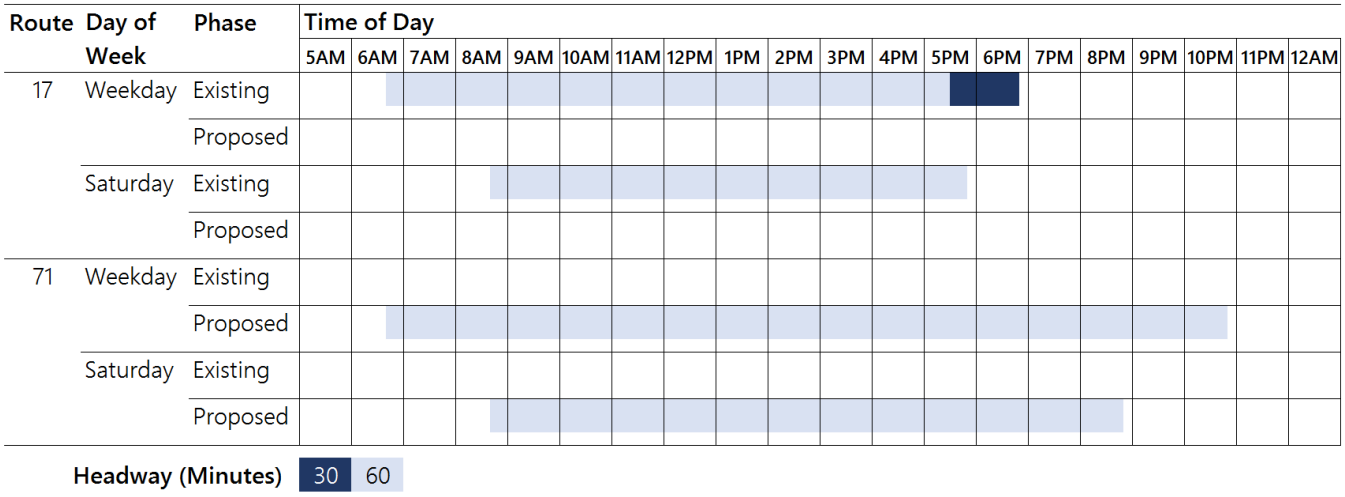


Figure 105. Routes 17 & 71 (Short-Term, Investment Scenario)

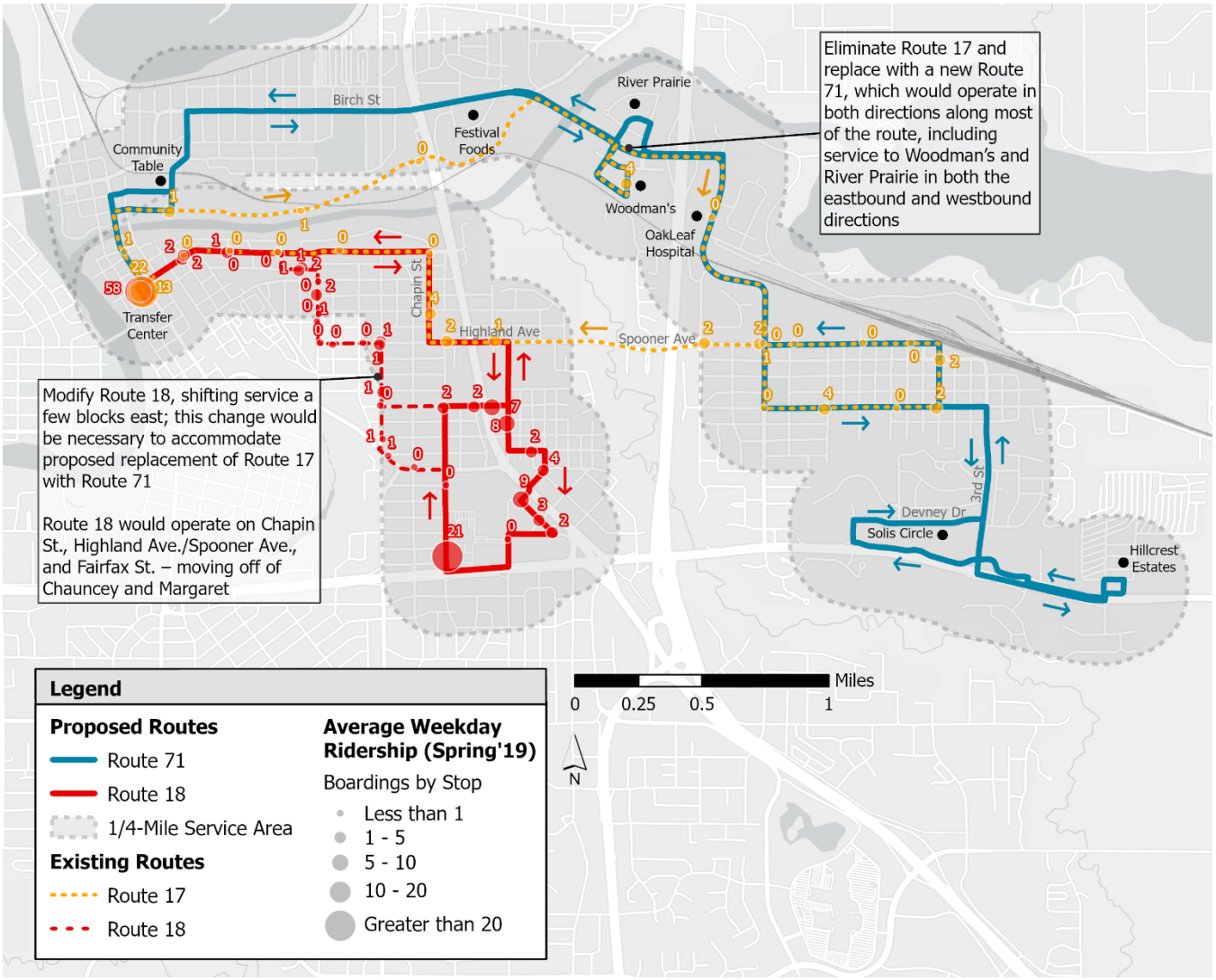


Table 57. Service Resource Summary: Routes 17 & 71 (Short-Term, Investment Scenario)

Route	Service Days	Phase	Roundtrip Cycle Time (Minutes)	Miles per Trip	Buses Reqd. (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
17	Weekdays	Existing	30	9.2	1	14	7.0	129.1	
		Proposed	--	--	--	--	--	--	-$171,200
	Saturday	Existing	30	9.2	1	10	5.0	92.2	
		Proposed	--	--	--	--	--	--	-$24,900
71	Weekdays	Existing	--	--	--	--	--	--	
		Proposed	60	15.8	1	17	17.0	268.4	+$415,700
	Saturday	Existing	--	--	--	--	--	--	
		Proposed	60	15.8	1	10	10.0	205.3	+64,800
Total	**Combined**	**Difference**			**0**				**+$284,400**

Route 18

The recommended changes, reasoning, and impacts related to the Short-Term, Investment Scenario recommendations for Route 18 are shown in Figure 106 and Figure 107, and summarized in Table 58 and Table 59.

Table 58. Change and Impact Summary: Route 18 (Short-Term, Investment Scenario)

Proposed Change	Impact
Modify Route 18, shifting service a few blocks east; this change would be **necessary to accommodate proposed replacement of Route 17 with Route 71** Route 18 would operate on Chapin St., Highland Ave./Spooner Ave., and Fairfax St. – moving off of Chauncey and Margaret	• Enables the elimination of Route 17 and creation of Route 71 • Introduces service to the EastRidge commercial area and Eastridge Estates near Fairfax St. and Highland Ave./Spooner Ave. • Access to 170 more jobs compared to today • More convenient, bi-directional service between the Transfer Center and the East Hill neighborhood, including the Heritage Apartments at Chapin St. and Altoona Ave. • Less duplication of service in the East Hill neighborhood • Negatively affects some existing riders along Chauncey St., though all would continue to be served by Route 1 • Sum of average weekday boardings no longer served directly by Route 18*: 3
Increase frequency and extend the span of service on Route 18 to operate once every 30 minutes between 6:15 AM and 10:45 PM on weekdays, and once every 60 minutes from 8:45 AM to 8:45 PM on Saturday	• Greater convenience • Nearly 3 times as many daily scheduled Route 6 trips compared to today • Introduces ability to travel directly between the East Hill neighborhood and the Transfer Center for 1 hour later on weeknights and 3 hours later on Saturday, facilitating more opportunities for employment, shopping, and social trips

* Required to walk or roll an additional 0.25 miles or more to the new service

Figure 106. Headway and Span Summary: Route 18 (Short-Term, Investment Scenario)

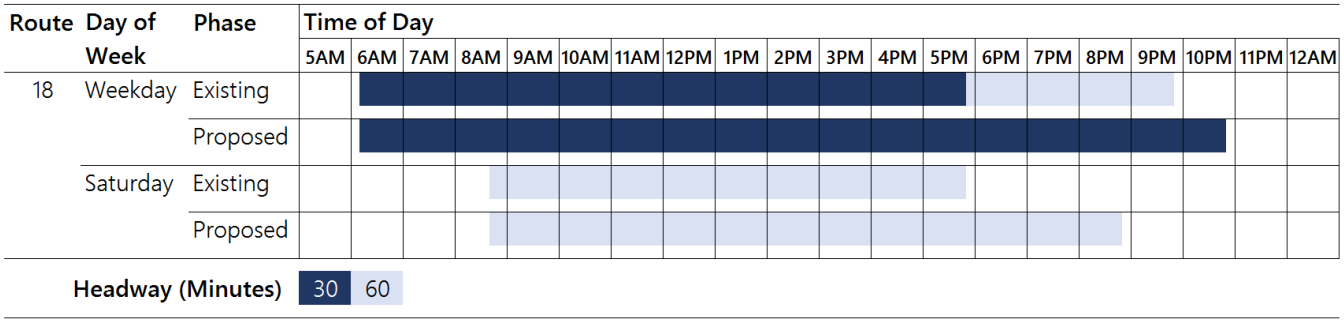


Figure 107. Route 18 (Short-Term, Investment Scenario)

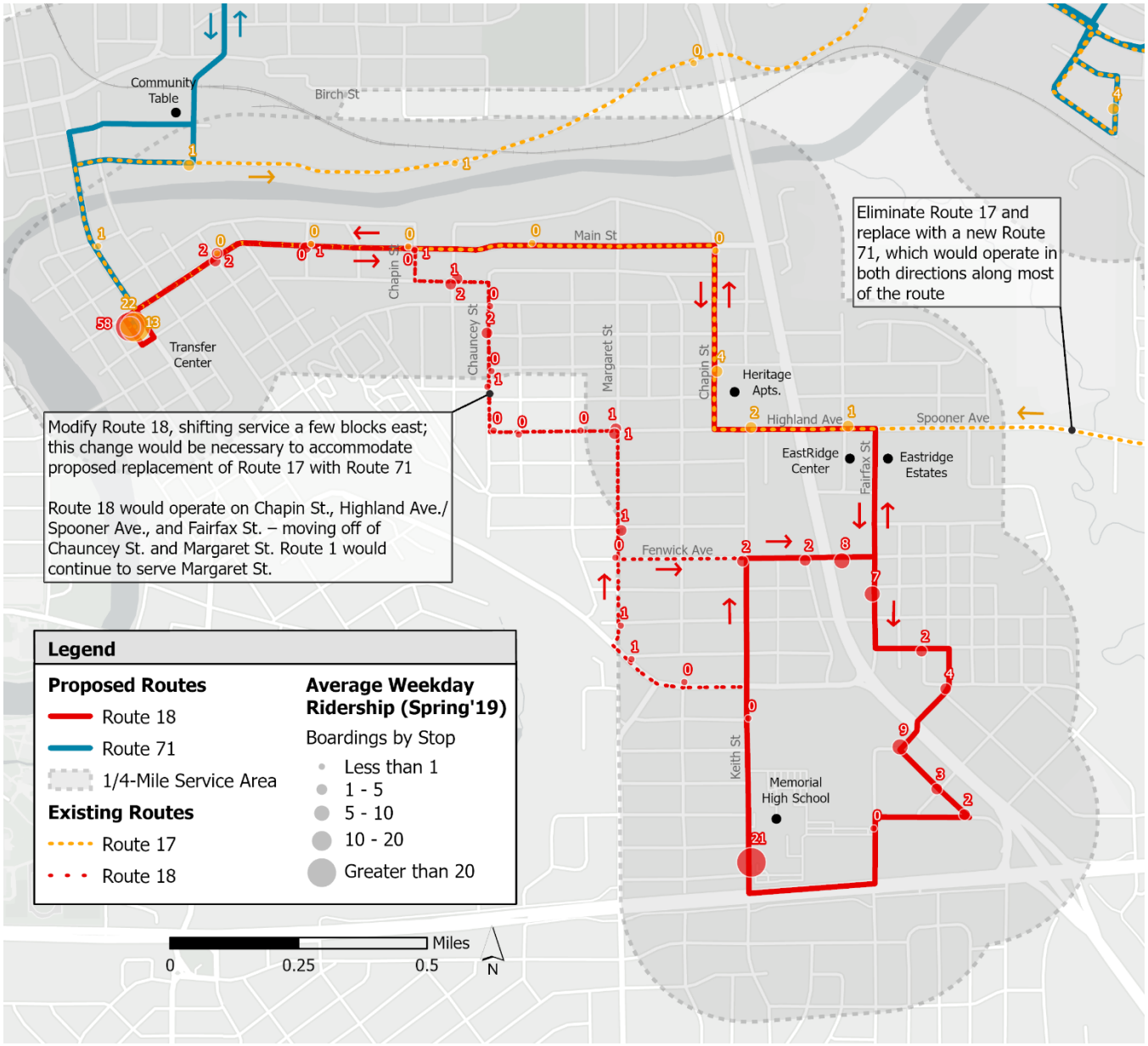


Table 59. Service Resource Summary: Route 18 (Short-Term, Investment Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
18	Weekdays	Existing	6.0	1	28	14.0	164.0	
		Proposed	6.6	1	34	17.0	222.7	+$73,400
	Saturday	Existing	6.0	1	10	5.0	60.0	
		Proposed	6.6	1	13	65	85.2	+$7,500
Total	**Combined**	**Difference**		**0**				**+$80,900**

Route 20

The recommendations for Route 20 under the Short-Term, Investment Scenario are nearly identical to those assumed as part of the Short-Term, Minimal Cost Scenario (see Table 36). However, under the Investment Scenario, Route 20 would operate even later on weeknights.

Table 60. Change and Impact Summary: Route 20 (Short-Term, Investment Scenario)

Proposed Change	Impact
(Identical to the Short-Term, Minimal Cost Scenario recommendation (see Figure 96*)* Modify Route 20 to operate in both directions on Lake St., 5th Ave./Bellinger St.; this would remove Route 20 service from Barstow St. (north of Main St.), Riverfront Terrace, and Madison St. (east of Bellinger St.)	• Simpler route structure that is easier to understand and use • Reduced duplication on Barstow St. north of Main St. • Improves access to Mayo Clinic – Luther Campus, the Eau Claire County Government Center, and Randal Park neighborhood, with service once every 30 minutes when combined with Route 12 • Greater convenience and reduced walking/rolling distances from bi-directional service • Negatively impacts very few existing riders • Sum of average weekday boardings no longer served directly by Route 20*: Less than 1
Extend the span of service to operate between 6:45 AM and 9:45 PM on weekdays, and from 8:45 AM to 8:45 PM on Saturday	• Greater convenience • Introduces ability to travel 2 hours earlier and 3 hours later on weeknights, and 2 hours later on Saturday, facilitating more opportunities for employment, healthcare, education, shopping, and social trips

* Required to walk or roll an additional 0.25 miles or more to the new service

Figure 108. Headway and Span Summary: Route 20 (Short-Term, Investment Scenario)

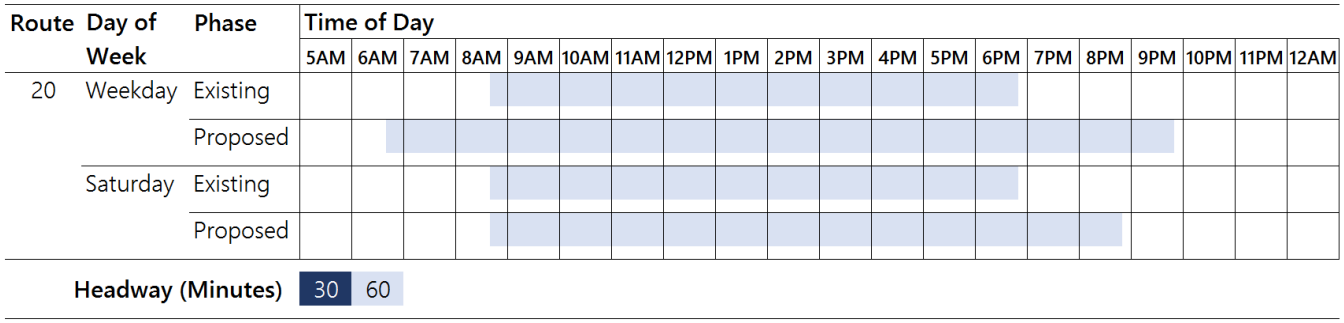


Table 61. Service Resource Summary: Route 20 (Short-Term, Investment Scenario)

Route	Service Days	Phase	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
20	Weekdays	Existing	8.4	1	11	5.5	92.3	
		Proposed	8.7	1	16	8.0	139.8	+$61,100
	Saturday	Existing	8.4	1	11	5.5	92.3	
		Proposed	8.7	1	13	6.5	113.6	+$5,000
Total	**Combined**	**Difference**		**0**				**+$66,100**

Northwest On-Demand Service

Throughout the project, bus riders and community members identified a few areas that were not currently served by transit, but that should be. Northwest Eau Claire and areas surrounding US 12, including the Menards Distribution Center, consistently topped the list of areas for service expansion.

However, this area is difficult to efficiently serve with a large fixed route bus, given their distance from downtown Eau Claire Transfer Center, which provides connection to the rest of the fixed route network. Past efforts to service this area with fixed route service have not produced enough demand to justify the service, given scarce resources.

Given the renewed call for transit service to Northwest Eau Claire and surrounding areas, the Short-Term, Investment Scenario includes a recommendation to introduce transit service using an on-demand service model (Table 62). The recommended Northwest On-Demand service concept (Figure 109) would begin operating only during select times of day to accommodate first, second, and third-shift jobs, and CVTC campuses, Monday through Saturday. The service could be expanded to other times of the day, pending observed demand.

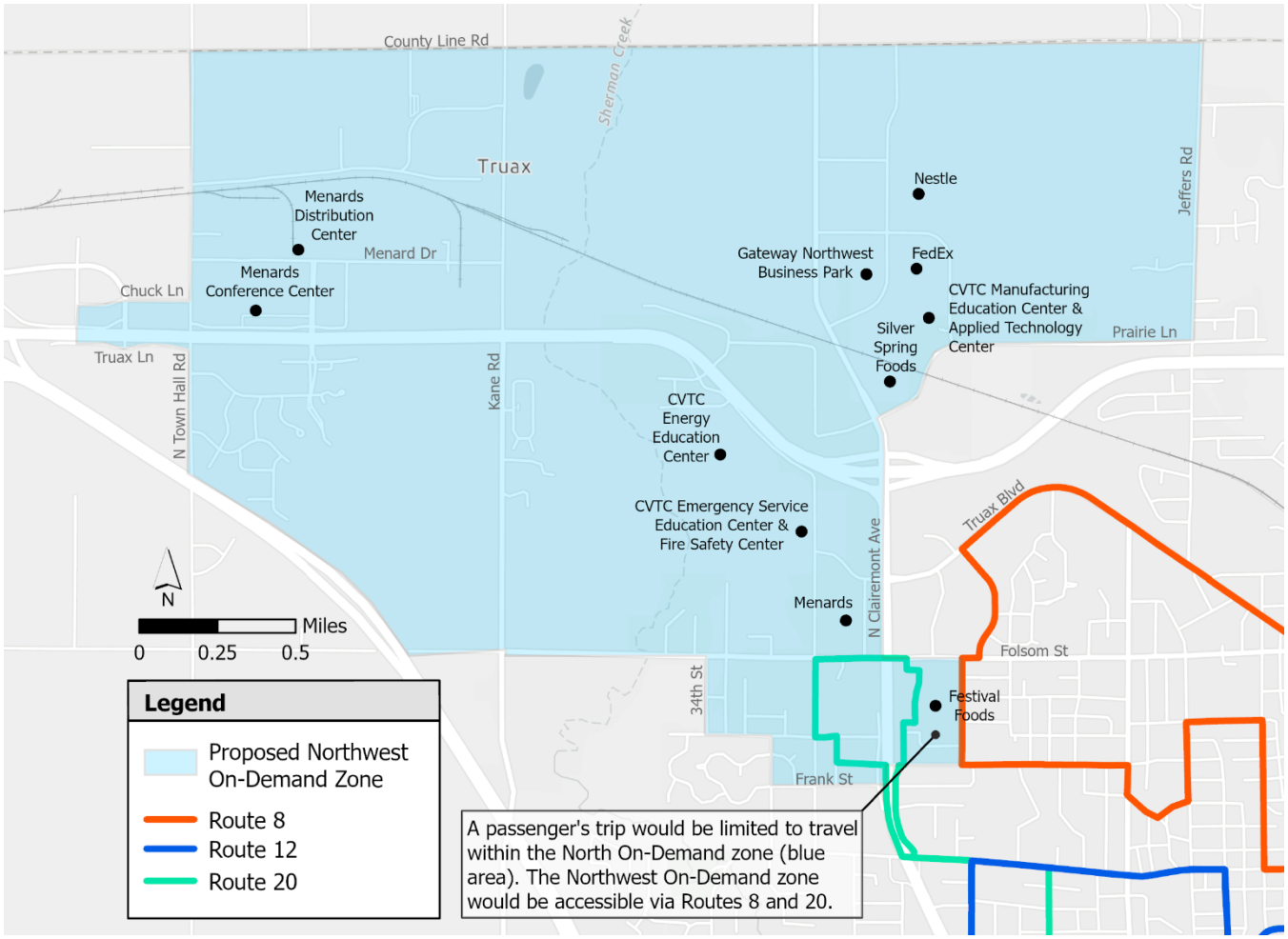
Table 62. Change and Impact Summary: Northwest On-Demand Service (Short-Term, Investment Scenario)

Proposed Change	Impact
Establish a new Northwest On-Demand service, available Monday through Saturday during the following times: • 6:00 AM – 9:00 AM, serving the typical start of first shift jobs and end of third shift jobs • 4:00 PM – 6:00 PM, serving the typical start of second shift jobs and end of first shift jobs • 11:00 PM – 2:00 AM, serving the typical start of third shift jobs and end of second shift jobs Rides would be requested using a mobile phone application, or by calling a dispatcher; passengers would have short wait times, subject to demand	• Introduce service to significant employers and job centers, including: Menards Distribution Center, the City of Eau Claire's Gateway West and Gateway Northwest Business Parks, Silver Spring Foods, Nestle, among others. o In 2017, there were **nearly 7,000 jobs based in this area, including 3,900 with monthly earnings of $3,333 per month or less** • Introduce service to five CVTC campuses: CVTC Manufacturing Education Center, CVTC Applied Technology Center, CVTC Emergency Service Education Center, and CVTC Fire Safety Center • Up to 550 housing units – 2/3 of which are planned to be workforce housing – are planned as part of a three-phase master planned development along the west side of Kane Road, near the Menards Distribution center

Table 63. Service Resource Summary: Northwest On-Demand Service (Short-Term, Investment Scenario)

Route	Service Days	Estimated On-Demand Vehicles Required (Peak)	Daily Revenue Hours	Change in Annual Operating Expense
On-Demand Service	Weekdays	2	16.0	+$163,200
	Saturday	2	16.0	+$33,300
Total	**Combined**			**+$196,500**

Figure 109. Northwest On-Demand Service (Short-Term, Investment Scenario)



How Would the On-Demand Service Work?

Operationally, this service would be similar to the North On-Demand service recommended for north Eau Claire under the Short-Term, Minimal Cost Scenario. However, trips made using the Northwest On-Demand service must meet a requirement: A passenger's trip would be limited to within the Northwest On-Demand zone (Figure 109), which would include select bus stops served by Routes 8 and 20. Thus, most passengers would access the Northwest On-Demand service by riding Route 8 or 20 to a bus stop within the zone (e.g., at Festival Foods). One could travel between the Northwest On-Demand zone and any location within the ECT service area between 11:00 PM and 2:00 AM, when Routes 8 and 20 are not available.[9]

[9] Specifics related to trip requirements and other eligibility matters would be finalized closer to implementation based on resources available and specific project objectives.

Express Routes

The recommendation to eliminating Express Routes 1 and 10 as part of the Short-Term, Minimal Cost Scenario also apply to the Short-Term, Investment Scenario (see Table 39).

Routes with No Changes

No significant changes are recommended for Express Route 11 under the Short-Term, Moderate Investment scenario.

Summary of Recommended Changes

Table 64 and Table 65 summarize the recommended service changes and their resource and cost implications under the Short-Term, Investment scenario. In total, the recommended service changes require:

- the same number of buses operating in the peak period, or busiest time of day;
- an increase of 27,126 (57.9%) annual vehicle revenue hours
- 265,981 (37.9%) additional annual vehicle revenue miles; and
- an estimated $2,194,000 (48.9%) increase in annual operating and maintenance costs (before accounting for state and federal grants or fare revenue).

Table 64. Service & Resource Summary: Short-Term, Investment Scenario

Recommendations Packaged by Route(s)	Same as Short-Term, Minimal Cost Scenario	Change from Existing*			
		Buses Reqd. (Peak)	Annual Revenue Hours	Annual Revenue Miles	Annual Operating Expense
Route 1: Increase frequency, minor routing change, add evening and Saturday service		+1	+5,729.0	+72,566.7	+$549,300
Route 2: Add evening and Saturday service		0	+78.0	+1,152.8	+$7,500
Routes 3 & 4: Restructure routes	X	0	0.0	+5,212.2	$0
Route 3/4: Replace with North On-Demand Zone	X	0	+2,263.0	-28,305.2	+$4,400
Routes 5 & 6: Restructure routes, add evening and Saturday service, increase frequency on new Route 6		0	+3,466.0	+44,357.3	+$332,300
Route 7: Add evening and Saturday service		0	+307.5	+3,886.8	+$29,500
Route 8: Minor routing change, add evening and Saturday service, increase frequency		0	+817.0	+13,860.6	+$78,400
Routes 9 & 19: Increase frequency, add evening and Saturday service		0	+4,233.3	+63,414.1	+$405,900
Route 12: Minor routing change, add evening and Saturday service	X	0	+179.5	+5,422.1	+$17,200
Routes 15 & 21: Restructure routes, add evening and Saturday service	X	0	+838.0	+17,260.2	+$80,400
Routes 17 & 71: Replace Route 17 with Route 71, add evening and Saturday service		0	+2,966.0	+41,413.9	+$284,400
Route 18: Increase frequency, minor routing change, add evening and Saturday service		0	+843.0	+15,256.3	+$80,900
Route 20: Minor routing change, add evening and Saturday service	X	0	+689.5	+13,234.4	+$66,100
Northwest On-Demand Service: New service		0	+4,912.0	--	+$196,500
Express Routes 1 & 10: Replace with modified trips on Routes 4 and 3	X	-1	-195.5	-2,751.5	-$18,800
Staff: Evening Operations Supervisor^	X	--	--	--	+$80,000
Combined: Net Total			**+27,126.3**	**+265,980.8**	**+$2,194,000**
Combined: Net Percent Change			**+57.9%**	**+37.9%**	**+48.9%**
Buses Operating at Peak Period		**17**			
Net Buses Operating at Peak Period		**+1**			

*Under typical conditions (fall 2019), ECT's fixed route annual operating expense is approximately $4,490,000; annual revenue hours amount to about 46,800; and annual revenue miles amount to approximately 702,700.
^The addition of Route 1, 9, and 19 service later on weeknights would require ECT to hire an additional operations supervisor. The high-level, planning stage estimate of this additional staff is assumed to be $80,000, added to annual operating expenses.

Table 65. Service Change Summary: Short-Term, Investment Scenario

Green highlight indicates change compared to existing

Route		Period	Weekday			Saturday			Notes
			Start of First Trip	Start of Last Trip	Frequency (minutes)	Start of First Trip	Start of Last Trip	Frequency (minutes)	
1	Margaret – Mall	Existing	6:15 AM	9:15 PM	60	8:15 AM	5:15 PM	60	
		Proposed	6:15 AM	11:15 PM	30	8:15 AM	9:15 PM	30	
2	Mt. Washington	Existing	5:45 AM	9:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	5:45 AM	9:45 PM	60	8:15 AM	8:15 PM	60	
3	North High	Existing	5:45 AM	5:45 PM	60	--	--	--	
		Proposed	5:45 AM	5:45 PM	60	--	--	--	
4	Locust Ln	Existing	6:15 AM	5:15 PM	60	--	--	--	
		Proposed	6:15 AM	5:15 PM	60	--	--	--	
3/4	North High/Locust	Existing	6:45 PM	9:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	--	--	--	--	--	--	*
5	Rudolph Rd	Existing	6:15 AM	9:15 PM	60	8:15 AM	5:15 PM	60	
		Proposed	--	--	--	--	--	--	^
6	Putnam – Mall	Existing	7:45 AM	6:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	6:15 AM	10:45 PM	30	8:45 AM	8:45 PM	60	^
7	West Clairemont	Existing	6:45 AM	5:15 PM	60	8:15 AM	5:15 PM	60	+
		Proposed	6:45 AM	8:15 PM	60	8:15 AM	8:15 PM	60	+
8	Folsom – Vine	Existing	5:45 AM	9:15 PM	30/60	8:15 AM	6:15 PM	60	
		Proposed	5:45 AM	10:45 PM	30	8:15 AM	8:15 PM	60	
9	Water St	Existing	6:50 AM	10:00 AM	10/20/60	12:00 PM	5:00 PM	60	
		Proposed	6:50 AM	11:40 PM	10/20	7:40 AM	11:40 PM	20	
12	Delong	Existing	6:15 AM	9:15 PM	60	8:15 AM	6:15 PM	60	
		Proposed	6:15 AM	10:15 PM	60	8:45 AM	8:45 PM	60	
15	West MacArthur	Existing	7:45 AM	9:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	--	--	--	--	--	--	#
17	Altoona	Existing	6:45 AM	6:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	--	--	--	--	--	--	@
18	Memorial	Existing	6:15 AM	9:45 PM	30/60	8:45 AM	5:45 PM	60	
		Proposed	6:15 AM	10:45 PM	30	8:45 AM	8:45 PM	60	
19	Stein Blvd	Existing	6:48 AM	10:30 PM	13/20/60	--	--	--	
		Proposed	6:48 AM	11:38 PM	10/20	7:38 AM	11:38 PM	20	
20	Westridge	Existing	8:45 AM	6:45 PM	60	8:45 AM	6:45 PM	60	
		Proposed	6:45 AM	9:45 PM	60	8:45 AM	8:45 PM	60	
21	Shopko – Bollinger	Existing	8:15 AM	6:15 PM	60	8:15 AM	5:15 PM	60	
		Proposed	6:15 AM	10:45 PM	30	8:15 AM	8:15 PM	60	#
71	Altoona	Existing	--	--	--	--	--	--	
		Proposed	6:45 AM	10:45 PM	60	8:15 AM	8:15 PM	60	@
North On-Demand		Existing	--	--	--	--	--	--	
		Proposed	6:15 PM	10:45 PM	Demand	8:15 AM	8:45 PM	On Demand	*

Route	Period	Weekday			Saturday			Notes
		Start of First Trip	Start of Last Trip	Frequency (minutes)	Start of First Trip	Start of Last Trip	Frequency (minutes)	
Northwest On-Demand	Existing	--	--	--	--	--	--	
	Proposed	Shift Times		Demand	Shift Times		On Demand	!

Table 65 Notes:
*Route 3/4 replaced by North On-Demand service
^Route 5 replaced by restructured Route 6
+Route 7 operates Tuesday and Thursday until 8:15 PM
#Route 15 replaced by restructured Route 21
@Replace Route 17 with new Route 71
! New on-demand service; operating in northwest Eau Claire and areas surrounding US 12, including the Menards Distribution Center; available 8 hours per day across three distinct time periods corresponding to shift times

Longer-Term Scenario

It is likely that outside funding would be necessary to advance these recommendations in place of the short-term options. These recommendations may require the hiring of several additional drivers and supervisors, significant investment in operating and/or capital investment, and/or expand the scale and scope of ECT.

The recommendations under the Short-Term, Investment Scenario are including in this Longer-Term Scenario, except where stated otherwise.

Sonnentag Centre Route 91

The Sonnentag Centre is a planned major event facility, a 24-hour fitness facility, a fieldhouse with artificial turf, academic space for UW-Eau Claire's kinesiology program, and a Mayo Clinic Health System clinical location. It will be located on Menomonie St. adjacent to Hobbs Ice Center and a major destination for UW-Eau Claire students and community members. Groundbreaking was scheduled to begin July 2020 but has been temporarily suspended in light of the COVID-19 pandemic.

The Longer-Term Scenarios includes the creation of Route 91, a new route to serve the Sonnentag Centre, UW-Eau Claire upper and lower campuses, and surrounding areas. One roundtrip on Route 91 would take approximately 30 minutes, whereas the current Route 19 is a 20-minute roundtrip. The recommended changes, reasoning, and impacts related to this recommendation are shown in Figure 110 and Figure 111, and summarized in Table 66 and Table 67.

Table 66. Change and Impact Summary: Routes 19 & 91 (Longer-Term Scenario)

Proposed Change	Impact
Eliminate Route 19 and replace with a new Route 91, serving UW-Eau Claire upper campus, dense housing along MacArthur Ave, Sonnentag Centre, Water St., and Centennial Hall on the UW-Eau Claire lower campus During peak periods, Route 91 would meet Route 9 for efficient transfers at Centennial Hall	• Introduce service to the Sonnentag Centre, connecting on- and off-campus student housing to the new facility
During peak periods, operate Route 91 circulator route in both directions, alternating with each trip. For example, the Route 91 8:18 AM trip leaving Centennial Hall would operate in the clockwise direction; the next trip, departing at 8:28 AM, would operate in the counterclockwise direction Update schedules and overhead signs to distinguish direction of travel when applicable. For example, Route 91 operating in the clockwise direction could be identified as Route 91A; in the counterclockwise direction, it could be named 91B	• This operating strategy allows for more even passenger loads during the busiest times of the day, alleviating overcrowding aboard buses • Better accommodates passengers with mobility devices and those who may require priority seating, including people with disabilities and seniors • Allows riders to make more informed decisions about when they can expect less crowded buses, depending on their location and time of day

Figure 110. Routes 19 & 91 (Longer-Term Scenario)

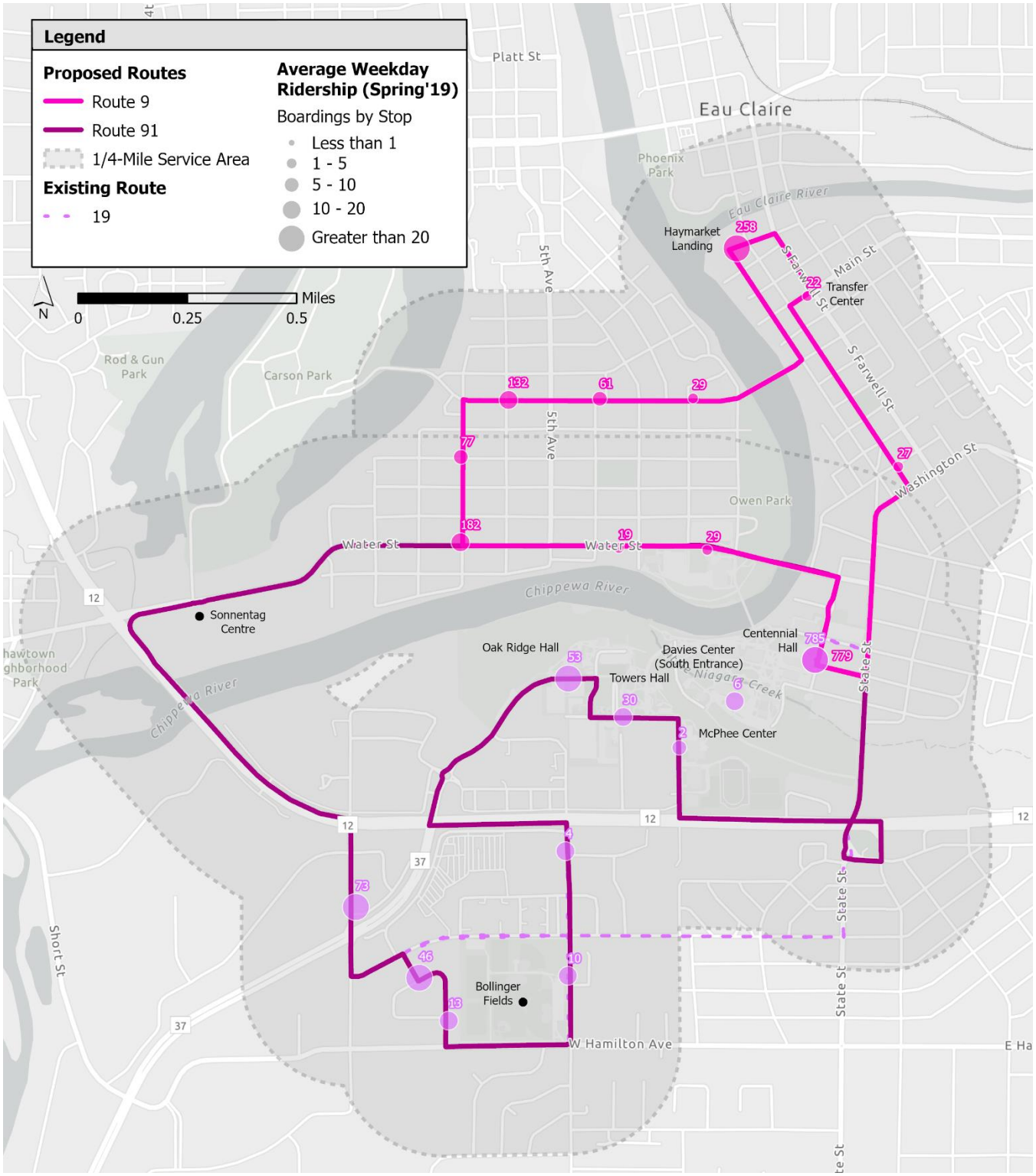


Figure 111. Headway and Span Summary: Routes 9, 19 & 91 (Longer-Term Scenario)

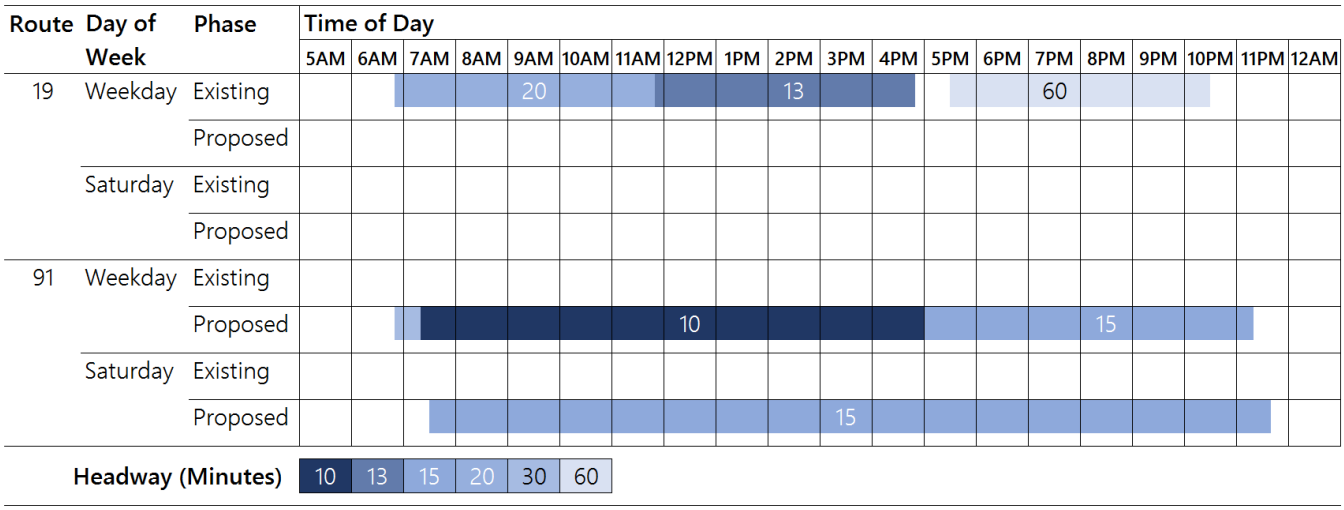


Table 67. Service Summary: Routes 19 & 91 (Longer-Term Scenario)

Route	Service Days	Phase	Roundtrip Cycle Time (Minutes)	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
19	Weekdays	Existing	20	5.5	2	40	13.3	220.4	
		Proposed	--	--	--	--	--	--	-$216,000
	Saturday	Existing	--	--	--	--	--	--	
		Proposed	--	--	--	--	--	--	
91	Weekdays	Existing	--	--	--	--	--	--	
		Proposed	30	6.7	3	86	43.0	578.8	+$696,800
	Saturday	Existing	--	--	--	--	--	--	
		Proposed	30	6.7	2	65	32.5	437.5	+$99,700
Total	**Combined**	**Difference**			**1**				**+$580,500**

Alternative Service Plan

An alternative service plan was developed for Route 91, representing a lower cost service investment with less frequent service weekdays compared to the recommendation presented above.

As shown in Figure 112, the alternative plan would operate once every 15 minutes in the peak period, rather than every 10 minutes; and every 30 minutes in the off-peak, rather than every 15 minutes. Table 68 summarizes the service and resource implications of this alternative service plan, which is estimated to cost $311,400 less than the primary service plan.

Figure 112. Headway and Span Summary: Route 91 Alternative Service Plan (Longer-Term Scenario)

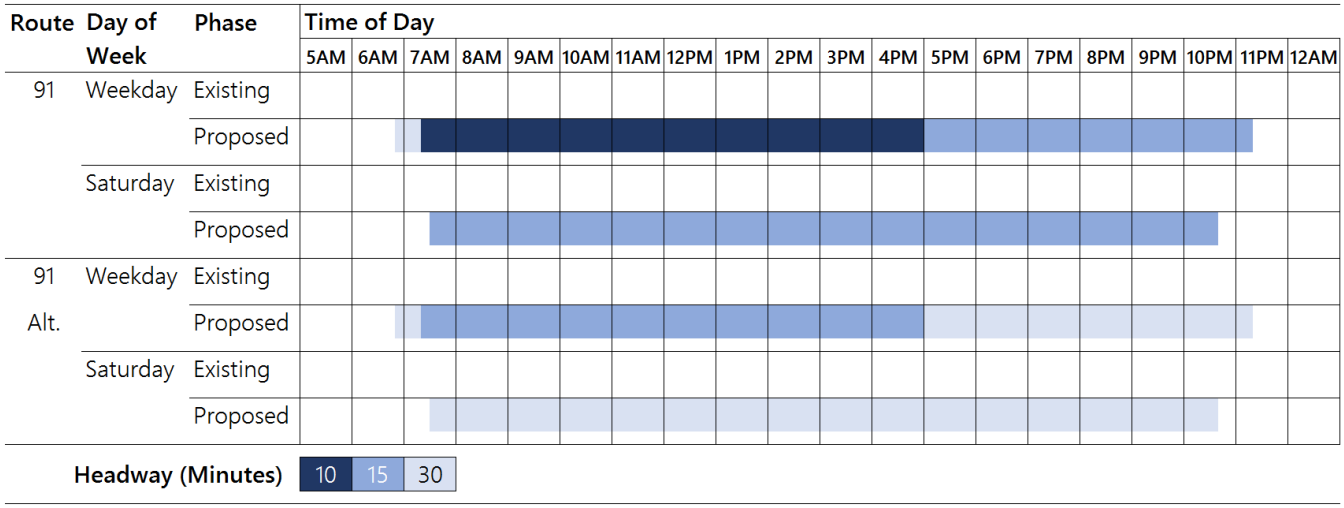


Table 68. Service Summary: Routes 19 & Route 91 Alternative Service Plan (Longer-Term Scenario)

Route	Service Days	Phase	Roundtrip Cycle Time (Minutes)	Miles per Trip	Buses Required (Peak)	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
19	Weekdays	Existing	20	5.5	2	40	13.3	220.4	
		Proposed	--	--	--	--	--	--	-$216,000
	Saturday	Existing	--	--	--	--	--	--	
		Proposed	--	--	--	--	--	--	
91	Weekdays	Existing	--	--	--	--	--	--	
		Proposed	30	6.7	2	54	27.0	363.4	+$437,500
	Saturday	Existing	--	--	--	--	--	--	
		Proposed	30	6.7	1	31	15.5	208.6	+$47,600
Total	**Combined**	**Difference**			**0**				**+$269,100**

Additional On-Demand Zones

Similar to the Short-Term, Investment Scenario recommendation to create a Northwest On-Demand service, this service recommendation would introduce two additional on-demand zones:

- **Northeast On-Demand** service: Lake Hallie, between northeast Eau Claire, south of Chippewa Falls
- **South On-Demand** service: South of Interstate 94 near Highway 93

These areas were identified by bus riders and community members as in need of transit service but cannot be achieved by extending existing fixed routes in an efficient manner. Moreover, they are difficult to efficiently serve with a large fixed route bus, given their distance from downtown Eau Claire and important connections to the rest of the fixed route network. Given this, the proposed Longer-Term recommendation is to create access to these two areas with on-demand service (Table 69). These services would operate similar to the Northwest On-Demand service, with trips allowed only within a defined zone and connections to the fixed route network (Routes 3, 4, and 6).

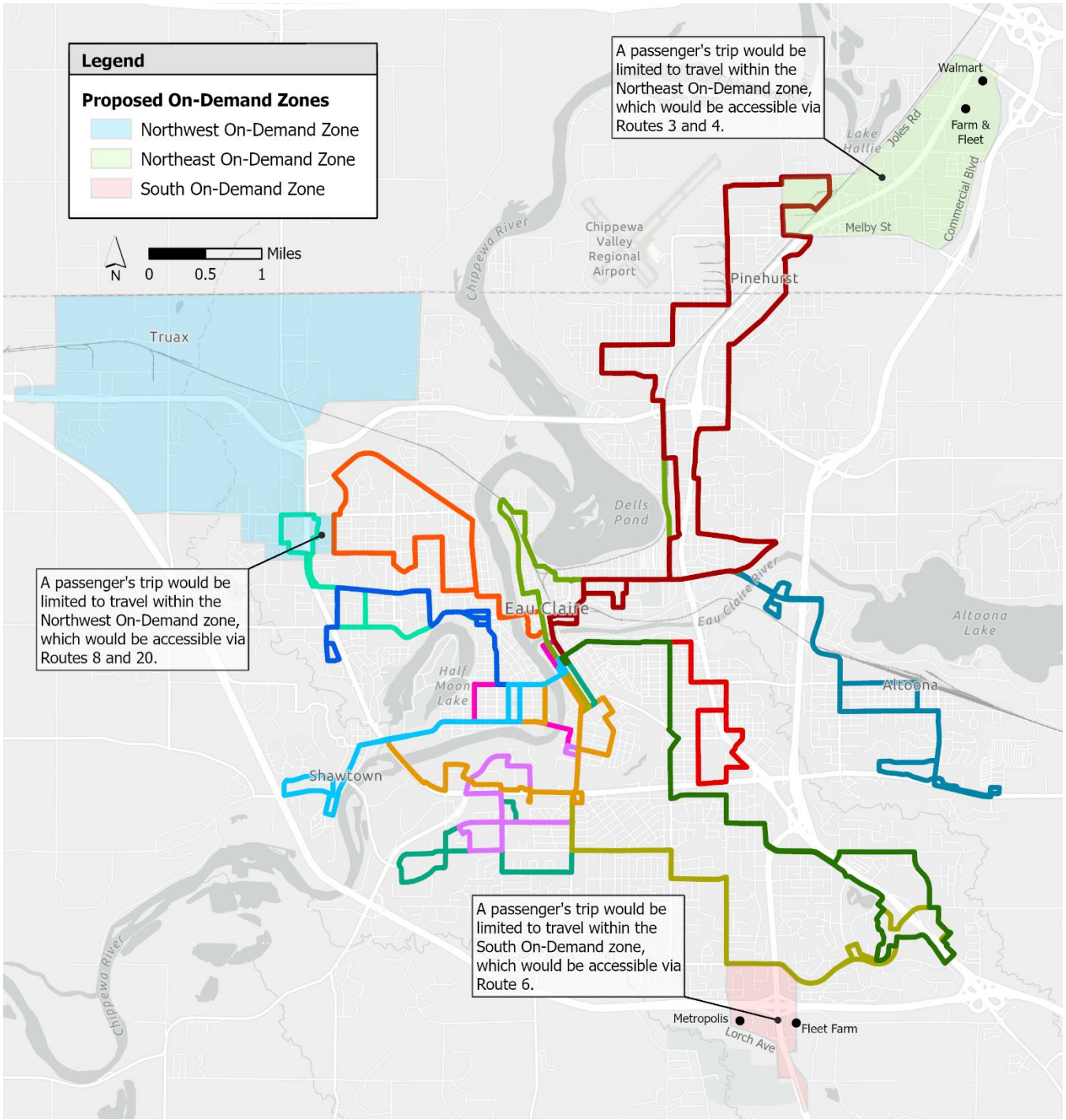
Table 69. Change and Impact Summary: Northeast and South On-Demand Services (Longer-Term Scenario)

Proposed Change	Impact
Establish a new Northeast On-Demand service and South On-Demand service Monday through Saturday for eight hours per day (to be determined) Rides would be requested using a mobile phone application, or by calling a dispatcher; passengers would have short wait times, subject to demand	• Introduce service to significant employers in Lake Hallie, including Walmart and Farm & Fleet • Introduce service to emerging destinations south of I-94, including Metropolis Resort & Conference Center, Florian Gardens Conference Center, Eau Claire County Expo Center, and Fleet Farm

Table 70. Service Resource Summary: Northeast and South On-Demand Services (Longer-Term Scenario)

Route	Service Days	Estimated On-Demand Vehicles Required (Peak)	Daily Revenue Hours	Change in Annual Operating Expense
Northeast and South On-Demand Services	Weekdays	2	16.0	+$163,200
	Saturday	2	16.0	+$33,300
Total	**Combined**			**+$196,500**

Figure 113. Northeast and South On-Demand Services (Longer-Term Scenario)



Sunday Service

Sunday service is introduced in this Longer-Term scenario. It is recommended that service available on Sundays mirror those available on Saturdays. Where warranted and feasible, maintaining consistent weekend service is a best practice; it provides consistency and simplicity, which make transit easier to understand and use.

Duplicating the Saturday service schedule on would result in the following fixed routes and services being available on Sundays under this Longer-Term scenario: 1, 2, 6, 7, 8, 9, 12, 18, 20, 21, 71, 91, North On-Demand, Northwest On-Demand, Northeast On-Demand, and South On-Demand. Operating this schedule would require 11 buses to operate at the busiest period on Sunday.[10]

Table 71. Service Resource Summary: Sunday Service (Longer-Term Scenario)

Service Days	Phase	Buses Reqd.	Daily Scheduled Trips	Daily Revenue Hours	Daily Revenue Miles	Change in Annual Operating Expense
Sunday	Existing	--	--	--	--	
	Proposed	11	129.0	6,168.0	35,616.8	$343,100

Summary of Recommended Changes

Table 72 and Table 73 summarize the recommended service changes and their resource and cost implications under the Longer-Term scenario. In total, the recommended service changes require:

- one additional bus operating in the peak period, or busiest time of day;
- an increase of 41,428 (88.5%) annual vehicle revenue hours;
- 329,344 (46.9%) additional annual vehicle revenue miles; and
- an estimated $3,112,500 (69.6%) increase in annual operating and maintenance costs (before accounting for state and federal grants or fare revenue).

[10] Excluding on-demand service, which is assumed to be operated by a contractor that would provide the necessary vehicles and drivers.

Table 72. Service & Resource Summary: Longer-Term Scenario

Recommendations Packaged by Route(s)	Unique to Longer-Term Scenario	Change from Existing*			
		Buses Reqd. (Peak)	Annual Revenue Hours	Annual Revenue Miles	Annual Operating Expense
Route 1: Increase frequency, minor routing change, add evening and Saturday service		+1	+5,729.0	+72,566.7	+$549,300
Route 2: Add evening and Saturday service		0	+78.0	+1,152.8	+$7,500
Routes 3 & 4: Restructure routes		0	0.0	+5,212.2	$0
Route 3/4: Replace with North On-Demand Zone		0	+2,263.0	-28,305.2	+$4,400
Routes 5 & 6: Restructure routes, add evening and Saturday service, increase frequency on new Route 6		0	+3,466.0	+44,357.3	+$332,300
Route 7: Add evening and Saturday service		0	+307.5	+3,886.8	+$29,500
Route 8: Minor routing change, add evening and Saturday service, increase frequency		0	+817.0	+13,860.6	+$78,400
Routes 9: Increase frequency, add evening and Saturday service (See Route 9 details in Table 53)		0	+1,401.0	+16,595.6	+$134,300
Route 12: Minor routing change, add evening and Saturday service		0	+179.5	+5,422.1	+$17,200
Routes 15 & 21: Restructure routes, add evening and Saturday service		0	+838.0	+17,260.2	+$80,400
Routes 17 & 71: Replace Route 17 with Route 71, add evening and Saturday service		0	+2,966.0	+41,413.9	+$284,400
Route 18: Increase frequency, minor routing change, add evening and Saturday service		0	+843.0	+15,256.3	+$80,900
Routes 19 & 91: Replace Route 19 with Route 91, add evening and Saturday service	X	+1	6,053.7	74,564.6	+$580,500
Route 20: Minor routing change, add evening and Saturday service		0	+689.5	+13,234.4	+$66,100
Northwest On-Demand Service: New service		0	+4,912.0	--	+$196,500
Northeast & South On-Demand Services: New services	X	0	+4,912.0	--	+$196,500
Express Routes 1 & 10: Replace with modified trips on Routes 4 and 3		-1	-195.5	-2,751.5	-$18,800
Sunday Service: Replicate Saturday service on Sunday	X	0	+6,168.0	+35,616.8	+$343,100
Staff: Evening Operations Supervisor^		--	--	--	+$80,000
Staff: Sunday Operations Supervisor^	X	--	--	--	+$80,000
Combined: Net Total		**+1**	**+41,427.7**	**+329,343.8**	**+$3,112,500**
Combined: Net Percent Change			**+88.5%**	**+46.9%**	**+69.6%**
Buses Operating at Peak Period		**18**			
Net Buses Operating at Peak Period		**+2**			

*Under typical conditions (fall 2019), ECT's fixed route annual operating expense is approximately $4,490,000; annual revenue hours amount to about 46,800; and annual revenue miles amount to approximately 702,700.
^The addition of Route 1, 9, and 91 service later on weeknights, and the addition of Sunday service would require ECT to hire at least 2 additional operations supervisor. The high-level, planning stage estimate of this additional staff positions is assumed to be $160,000, added to annual operating expenses.

Table 73. Service Change Summary: Longer-Term Scenario

Green highlight indicates change compared to existing

Route		Period	Weekday			Saturday & Sunday			Notes
			Start of First Trip	Start of Last Trip	Frequency (minutes)	Start of First Trip	Start of Last Trip	Frequency (minutes)	
1	Margaret – Mall	Existing	6:15 AM	9:15 PM	60	8:15 AM	5:15 PM	60	
		Proposed	6:15 AM	11:15 PM	30	8:15 AM	9:15 PM	30	
2	Mt. Washington	Existing	5:45 AM	9:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	5:45 AM	9:45 PM	60	8:15 AM	8:15 PM	60	
3	North High	Existing	5:45 AM	5:45 PM	60	--	--	--	
		Proposed	5:45 AM	5:45 PM	60	--	--	--	
4	Locust Ln	Existing	6:15 AM	5:15 PM	60	--	--	--	
		Proposed	6:15 AM	5:15 PM	60	--	--	--	
3/4	North High/Locust	Existing	6:45 PM	9:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	--	--	--	--	--	--	*
5	Rudolph Rd	Existing	6:15 AM	9:15 PM	60	8:15 AM	5:15 PM	60	
		Proposed	--	--	--	--	--	--	^
6	Putnam – Mall	Existing	7:45 AM	6:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	6:15 AM	10:45 PM	30	8:45 AM	8:45 PM	60	^
7	West Clairemont	Existing	6:45 AM	5:15 PM	60	8:15 AM	5:15 PM	60	+
		Proposed	6:45 AM	8:15 PM	60	8:15 AM	8:15 PM	60	+
8	Folsom – Vine	Existing	5:45 AM	9:15 PM	30/60	8:15 AM	6:15 PM	60	
		Proposed	5:45 AM	10:45 PM	30	8:15 AM	8:15 PM	60	
9	Water St	Existing	6:50 AM	10:00 AM	10/20/60	12:00 PM	5:00 PM	60	
		Proposed	6:50 AM	11:40 PM	10/20	7:40 AM	11:40 PM	20	
12	Delong	Existing	6:15 AM	9:15 PM	60	8:15 AM	6:15 PM	60	
		Proposed	6:15 AM	10:15 PM	60	8:45 AM	8:45 PM	60	
15	West MacArthur	Existing	7:45 AM	9:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	--	--	--	--	--	--	#
17	Altoona	Existing	6:45 AM	6:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	--	--	--	--	--	--	@
18	Memorial	Existing	6:15 AM	9:45 PM	30/60	8:45 AM	5:45 PM	60	
		Proposed	6:15 AM	10:45 PM	30	8:45 AM	8:45 PM	60	
19	Stein Blvd	Existing	6:48 AM	10:30 PM	13/20/60	--	--	--	
		Proposed	6:48 AM	11:38 PM	10/20	7:38 AM	11:38 PM	20	
20	Westridge	Existing	8:45 AM	6:45 PM	60	8:45 AM	6:45 PM	60	
		Proposed	6:45 AM	9:45 PM	60	8:45 AM	8:45 PM	60	
21	Shopko – Bollinger	Existing	8:15 AM	6:15 PM	60	8:15 AM	5:15 PM	60	
		Proposed	6:15 AM	10:45 PM	30	8:15 AM	8:15 PM	60	#
71	Altoona	Existing	--	--	--	--	--	--	
		Proposed	6:45 AM	10:45 PM	60	8:15 AM	8:15 PM	60	@

Route	Period	Weekday			Saturday & Sunday			Notes
		Start of First Trip	Start of Last Trip	Frequency (minutes)	Start of First Trip	Start of Last Trip	Frequency (minutes)	
91 Sonnentag	Existing	--	--	--	--	--	--	
	Proposed	6:18 AM	11:18 PM	10/15/30	7:38 AM	11:38 PM	15	!
North On-Demand	Existing	--	--	--	--	--	--	
	Proposed	6:15 PM	10:45 PM	On Demand	8:15 AM	8:45 PM	On Demand	*
Northwest On-Demand	Existing	--	--	--	--	--	--	
	Proposed	Shift Times		On Demand	Shift Times		On Demand	**
Northeast On-Demand	Existing	--		--	--		--	--
	Proposed	Shift Times		On Demand	Shift Times		On Demand	^ ^
South On-Demand	Existing	--		--	--		--	--
	Proposed	Shift Times		On Demand	Shift Times		On Demand	++

Table 73 Notes:
*Route 3/4 replaced by North On-Demand service
^Route 5 replaced by restructured Route 6
+Route 7 operates Tuesday and Thursday until 8:15 PM
#Route 15 replaced by restructured Route 21
@Replace Route 17 with new Route 71
! New route to serve the Sonnentag Centre, replacing Route 19
**New on-demand service operating in northwest Eau Claire and areas surrounding US 12, including the Menards Distribution Center; available 8 hours per day across three distinct time periods corresponding to shift times
^ ^New on-demand service operating in Lake Hallie, between northeast Eau Claire, south of Chippewa Falls; available 8 hours per day across three distinct time periods corresponding to shift times
++New on-demand service operating south of Interstate 94 near Highway 93; available 8 hours per day across three distinct time periods corresponding to shift times

Service to Eau Claire Middle and High Schools

Students in grades K-12 are eligible for a reduced fare of $1.25 and may also purchase unlimited ride passes for the school semester ($50.00) and summer ($35.00) [Table 1]. Despite providing lower cost fare options, ECT ridership from K-12 students decreased notably between the 2015-2016 and 2018-2019 academic years (Figure 25), dropping 32 percent on all routes combined, and 36 percent considering non-express routes. To better understand this trend, the TDP Project Team met with representatives from ECASD middle and high schools and asked K-12 riders and their parents about their experiences and preferences through surveys.

Findings from K-12 engagement efforts informed the creation of service recommendations presented in this report. However, it is unlikely ridership from K-12 students will rebound or change dramatically without a targeted and multifaceted strategy that includes changes to service levels and policy, combined with significant coordination among partners.

The following is a summary of the recommended service changes (introduced previously in this report) that may affect K-12 students, as well as strategies for the City of Eau Claire, ECT, and ECASD to consider. These recommendations are specifically targeted to ECASD public middle and high schools.

Recommended Change in Service to Schools by Implementation Scenario

K-12 stakeholders noted the need for more service options that better match class schedules. Currently, ECT fixed routes serve five ECASD middle and high schools: Delong Middle School, Northstar Middle School, South Middle School, Memorial High School, and North High School. These five schools were the focus of the TDP Project Team when developing recommended changes to the fixed route system. Table 74 and
Table 75 summarize the number of scheduled trips serving each school within one hour of school start time and one hour after school end time, respectively, under existing conditions and the three implementation scenarios.

With few exceptions, each of the proposed implementation scenarios would increase the number of schedule trips for each school in both the morning and afternoon. For example:

- Delong Middle School would be served by two additional schedule trips – for a total of six between 6:30 AM and 7:30 PM – as a result of the extended hours on Route 20 and minor route restructuring of Route 12 under each implementation scenario (Table 74)
- North High School would be served twice between 2:58 PM and 3:58 PM (once by both Route 3 and 4) under each implementation scenario, compared to the single available trip under current service conditions from Route 3 (
  Table 75)

Table 74. Number of Scheduled Trips Arriving at School within One Hour Before Start Time

Scenario	Delong M.S. (7:30 AM)		Northstar M.S. (7:30 AM)		South M.S. (7:30 AM)		Memorial H.S. (7:35 AM)		North H.S. (7:35 AM)	
	Trips	Route #	Trips	Route #	Trips	Route #	Trips	Route #	Trips	Route #
Existing	4	*8,12*	1	*4*	1	*5*	4	*1, 18*	1	*3*
Short-Term, Minimal Cost	6	*8,12,20*	2	*3, 4*	2	*6*	4	*1, 18*	2	*3, 4*
Short-Term, Investment	6	*8,12,20*	2	*3, 4*	4	*6*	5	*1, 18*	2	*3,4*
Longer-Term	6	*8,12,20*	2	*3, 4*	4	*6*	5	*1, 18*	2	*3,4*

Table 75. Number of Scheduled Trips Arriving at School within One Hour After End Time

Scenario	Delong M.S. (2:51 PM)		Northstar M.S. (2:51 PM)		South M.S. (2:51 PM)		Memorial H.S. (2:58 PM)		North H.S. (2:58 PM)	
	Trips	Route #	Trips	Route #	Trips	Route #	Trips	Route #	Trips	Route #
Existing	5	*8,12,20, E10*	1	*4*	1	*5*	4	*1, 18*	1	*3*
Short-Term, Minimal Cost	4	*8,12,20*	2	*3, 4*	2	*6*	4	*1, 18*	2	*3, 4*
Short-Term, Investment	4	*8,12,20*	2	*3, 4*	4	*6*	6	*1, 18*	2	*3,4*
Longer-Term	4	*8,12,20*	2	*3, 4*	4	*6*	6	*1, 18*	2	*3,4*

However, under the current and proposed configuration of the ECT fixed route network, only so much can be done to improve the specific times that ECASD schools are served. Nearly all ECT fixed routes meet at the downtown Transfer Center at the same time to provide connections throughout the community. This decision benefits many riders but limits the ability to tailor schedules to serve schools based on school start and end times.

The recommended service changes will improve service to ECASD middle and high schools. But providing transit service to ECASD middle and high schools in a highly-tailored manner – with minimal wait times and multiple trip options – is best addressed through other strategies.

Strategies

The following is a summary of recommended strategies to address mobility issues specific to ECASD middle and high school students and their guardians.

Collect and Analyze Data to Reimagine Express Routes

Express Routes 1 and 10 are duplicative of other existing fixed route service, and are thus recommended to be eliminated, and resources reallocated, under each of the three implementation scenarios (see *Express Routes*). Ridership data suggest these routes serve relatively few people and performance is trending in the wrong direction (Figure 25, Table 6).

Express routes are more flexible than ECT's regular fixed routes, and can be modified more easily to meet demand. The creation of more effective Express routes will require significant data and market analysis and trip planning that is tailored to actual students. ECT and ECASD must work in close collaboration to understand actual student needs and develop routes to address those needs.

Crafting a tailored approach for serving students with fixed routes requires student home location data; this allows for routes to be developed that do not result in significant walk/roll distances, travel time, and several transfers between routes. Unfortunately, such resources were not available as part of this TDP update, given reasonable data privacy concerns and protections. However, the use of home location data (strictly for route planning purposes following explicit consent) should be explored. This highly tailored approach requires significant time and resources from both ECT and ECASD. However, absent more flexible transit service options, such is likely necessary to better serve ECASD middle and high school students who have few affordable mobility options.

On-Demand Options

Each of the three recommended service change implementation scenarios includes an on-demand service concept (see *Route 3/4 & North On-Demand Service*). This transit mode could be employed to serve ECASD students with no or limited access to ECT fixed route service. An on-demand service option would also act as an alternative solution for those students who may change their daily schedules based on before or after school activities. An on-demand service option for ECASD students should be strongly considered if an on-demand service were to be implemented for the general public elsewhere in the community.

Coordination

Frequent coordination is perhaps most important to the growth of ECT ridership among K-12 students. ECT is a complex public transit service charged with meeting the demands of a diverse public. Tailoring its services to meet the needs of K-12 students will require resources (financial, physical, and intellectual) from both ECT and ECASD, applied in a targeted manner. Both parties should consider more formal structures that enable such collaboration.

PART 5: POLICY & STRATEGIC RECOMMENDATIONS

Policy & Strategic Recommendations

Fare Policy

Passenger fares are a significant portion of any transit agency's operating budget, including ECT's. Fare policy, fare levels, and fare collection technology are important to consider when determining a strategic direction for a transit agency. Major changes to these elements often require significant investments and engagement processes. The following are elements of fare policy that ECT should be mindful of as fare levels and guidelines are modified in the future.

Legibility

Complicated fare structures make transit confusing and can be a deterrent to gaining ridership – particularly among non-regular users. Excessive price increments, distance-based fares, or eligibility categories can be difficult to navigate for new transit users. An industry best practice is to reduce fare structure complexity and to communicate pricing to riders with greater clarity. Strategies to simplify fares include eliminating price differentials between services on the same network; integrating fare payment across different agencies; and avoiding distance- or zone-based fares.

Fare Payment Methods

It is still common for transit agencies to rely on cash paid on-board transit vehicles or paper tickets/passes purchased from a vending machine or teller. Paper tickets/passes and cash fares are inflexible for riders and require additional coordination and education to make dynamic changes. If fares are kept at a level that is not a "round number" a lack of exact change could be a deterrent to ridership. Upgrading to new fare payment methods can entice more riders while reducing fare evasion. By adopting more modern technology – like "tap-and-ride" smart cards, mobile, and credit card payments – agencies can make it easier to pay for transit. These fare media enable account-based fare collection systems, which allow riders to add pre-paid fare value without physically being at a transit facility. Increasingly, urban transit agencies of all sizes – including ECT's peers – are adopting mobile and credit card payment options. This reduces the need for separate transit fare media, increasing convenience for riders and reducing costs for agencies.

Many transit systems are developing fare collection systems that collect a smaller proportion of fares as cash payments, or completely "cashless" altogether. Milwaukee County Transit, for example, has transitioned to the use of its M Card program and incentivizes cashless payment through its fare structure. There are travel time benefits to adopting such a policy (cash payments can add significant dwell time and delays at stops thus saving operating cost and improving the customer experience), but agencies must do it in an inclusive, equitable way. Riders who do not have, or prefer not to use, traditional banking structures or smartphones must be able to buy and reload transit cards from vending machines or through an out-of-system retail network. This network must be convenient for riders and offer the best customer service possible.

Pricing

It is generally understood that changes to fare levels affect ridership, and those changes are most acutely felt by those individuals for whom the transit fare is a the most significant financial burden. Put simply, with a fare increase there can be an expected decline in ridership, whereas a fare decrease can increase ridership. An industry general guideline is that transit ridership will often increase by 0.3 percent for every 1.0 percent decrease in fares over their previous level (and vice versa). For planning level estimates this is acceptable, however when looking at specific user groups it is important to be mindful of the following outcomes of transit fare changes:

- Rider groups that are least sensitive to fare changes tend to be "traditional" commuters traveling to core areas of cities.
- Demand is most sensitive to price at off-peak times, for short trips, in relatively affluent markets, and places without much traffic congestion.
- Ridership loss due to fare increases affects travel behaviors of people with lower incomes more so than more affluent passengers
- The quality of transit service and the cost of automobile travel and ownership is a much more significant factor when determining transit ridership in comparison to fare changes.

Program-Based Fare Subsidy

ECT should also explore fare subsidies with employers and educational institutions to encourage transit use among these groups. Of note has been a decline in ridership at some educational institutions and among K-12 students. The service recommendations in this report have focused on making service more convenient to schools, technical colleges, and universities, but looking for mechanisms to reduce or eliminate fares for students, staff, and faculty at these institutions can be another instrument in gaining ridership.

Transit Advantages

Transit advantages are any infrastructure improvement that gives transit vehicles a speed or reliability advantage over general traffic and thereby make transit more attractive and competitive with the car. The following are examples of transit advantages that can be incorporated into the ECT service area:

Bus-on-Shoulder Lanes

Bus-only shoulder lanes are common in many urban areas that have significant commuter transit networks that rely on highway corridors, including Minneapolis-St. Paul, Seattle, and Chicago. These "lanes" allow buses to travel on the shoulders of congested freeways. Buses use regular highway lanes when traffic is free-flowing but shift to shoulders to bypass congestion, giving transit a clear time advantage over general traffic. When roadways and structures are reconstructed or rehabilitated adding shoulder lanes that can accommodate transit vehicles during peak congestion can make travel time more reliable, and increase transit ridership by making it a more attractive mode. Bus-only shoulder lanes are typically build to a 10

foot width, and buses are typically only allowed to operate on them during congested times. Another advantage of bus-only shoulders, aside from enhancing transit speed and reliability, is that they are a good promotional tool for transit service as drivers see that transit is better able to bypass traffic congestion and offers a more reliable mode of transportation.

Slip-Ramps, Ramp-Meter Bypasses, Queue Jumps

Meters on freeway on-ramps or other limited access roadways are methods by which traffic congestion can be managed by controlling the flow of vehicles onto an arterial corridor. A transit advantage that can be applied to these treatments is a bypass lane that can be used by transit vehicles, enabling buses to avoid these congestion points. For a corridor-based transit service these lanes can save travel time by allowing buses to get back on route and to their next destination in a more efficient manner.

Another method of quickly and reliably getting transit vehicles onto roadway corridors is to build dedicated slip ramps for bus-only use. These ramps are commonly used at park-and-ride facilities adjacent to public right-of-way. Slip ramps enable transit vehicles to avoid congestion and signalized intersections that may cause delays and add running time – and therefore cost – to transit service.

Transit Signal Priority

Transit signal priority (TSP) deployment provides transit advantages by modifying traffic signal timing or phasing. A relatively unobtrusive tool, TSP can improve service reliability and reduce travel time, making transit more attractive. TSP enhancements allow communication between the transit vehicle and modern traffic signals, resulting in less time waiting and more time moving. This is often done using on-board AVL or GPS communicating with wayside signal hardware. TSP is used in communities throughout the United States and around the world – on mixed traffic streets and dedicated guideways. TSP can be applied throughout a transit corridor, or at specific areas where signal delay and/or congestion is greatest.

Moreover, there are many different TSP configurations and signal treatments that can be deployed depending on the situation and context. Common TSP treatments include extending a traffic signal green light phase or truncating a red light phase as the transit vehicle approaches, among several others. TSP should be deployed at intersections with a far-side bus stop or no stop.

Transit Hubs and Passenger Facilities

Ongoing analysis of ADA accessibility and safe connections to a sidewalk network is a key component of determining a bus stop improvement strategy. The TDP process has gathered feedback from community members on some priority locations, however this will be an ongoing process undertaken by the transit agency. In general, bus stops are improved at the highest boarding or alighting location and where private sector involvement is available to pay the local share of capital improvements.

A ten-year plan to create ADA-compliant bus stops is consistent with industry standards, with one-tenth of all stops constructed each year. The other option is to budget a fixed dollar amount each year (typically

$75,000 to $100,000) until all stops are compliant. Current stops with no passengers or very low passenger counts would be last to be improved. However, they should be surveyed each year to determine if the ridership has increased. If there continues to be a long-term trend with no passengers, the stops should be eliminated.

A satellite transfer facility should offer people the opportunity to easily connect to and switch between different transportation modes. They are typically located along major transportation corridors or centers of activity, and contain amenities that accommodate multimodal connections. These hubs can include infrastructure that supports pedestrian access, parking, and transfers between public transportation providers. These can vary widely in scale and the services they provide. To be effective, they must be right-sized for the needs of the users and transportation systems they serve. If located along a freeway or in a suburban area, transfer hubs care often developed in conjunction with park-and-ride facilities.

At the time of this plan's development the top priority locations for consideration based on future transit plans are in the vicinity of Oakwood Mall and an improved facility on the UW Eau Claire Campus.

Regional Connections

During the engagement phases of the project, stakeholders expressed interest in improving connections to communities currently unserved by ECT. These include the Village of Lake Hallie (in particular some of the retail and hospitality employment centers), City of Chippewa Falls, and Dunn County. Regional bus service connecting Eau Claire with nearby communities can bolster the economy of the region, establish positive relationships among local governments, and provide improved mobility for many residents of the region.

Dunn County

Service between Menomonie and Eau Claire has been attempted in past years as a joint effort between the Dunn County Transit Commission and ECT. Issues that were identified with that service were overall long travel times, coordination with shift and class schedules, and low frequencies. The previous Transit Development Plan recommended a service with a minimum of six trips per day is needed to make the schedule viable for long-term success.

A coordinated schedule with service provided by both systems will greatly improve the service. A common brand name, fare structure, route, and route identification will allow passengers to access the service seamlessly, without noticing any difference in which bus system is providing each trip. Long-distance transit service beyond municipal boundaries has a strong chance of success with proper design. Peer examples of this type of service can be found throughout the State of Wisconsin. In the Fox Cities, Valley Transit partners with GO Transit in Oshkosh to provide a regional route connecting Neenah and Oshkosh. This route is operated by a private contractor on an hourly basis, and offers connections to the GO Transit and Valley Transit Route networks. Also, Beloit Transit System and Janesville Transit System both operate the Beloit-Janesville Express (BJE) route in Rock County. The BJE operates along the Highway 51 corridor,

connecting the cities of Beloit and Janesville which are about 13 miles apart. The service is jointly operated by the two transit systems which share the operation of the system.

Continued dialogue between the two counties should take place and the prospect of operating a joint service that serves areas of high activity in each community should be considered. Additionally, future on-demand service could be leveraged to make occasional or subscription demand response trips between the two counties.

Lake Hallie/Chippewa Falls

Many stakeholders have provided comments through surveys and during meetings regarding service to Chippewa Falls and Lake Hallie. When reviewing measures of transit use potential, the City of Chippewa Falls may have a viable market for fixed-route service, but there are large geographic areas around the community that are more conducive to on-demand service. In Lake Hallie this report outlines the parameters for a pilot program for on-demand services, and a limited stop or intercity service would be recommended if route-based services are to be implemented connecting the cities.

Intercity Rail

At present there are regional advocacy efforts and private sector-led studies regarding the development of intercity rail service between Eau Claire and the Minneapolis-St. Paul region. It can be expected that Eau Claire will be the primary station on the eastern end of the route for commuters and travelers using this service. Potential station locations are all located in proximity to planned fixed route transit, but future facility and route planning should keep the development of rail service in mind for efficient intermodal connections and transit hub locations.

Marketing

In past performance reviews and planning projects, marketing has been an area of strength for ECT. Compared to statewide peers, they were early adopters of social media and have been proactive in developing marketing partnerships and outreach. Currently, ECT coordinated with other City departments for IT and select marketing and communications activities. However, technology and shifting customer bases constantly need to be pursued to make sure that a transit agency is achieving its goals. Activities should be focused on growing ridership by catering and understanding the existing customer base while, in parallel, capturing emerging transit markets. Many routes offer very limited scopes of service and attract dependent riders who have no other transportation choices. Investment in the region's downtowns and population growth along transit corridors offer opportunities to capture new riders.

A modest plan of periodic ridership surveys would determine changes in rider demographics and provide guidance on developing a marketing plan that increases ridership within current demographics. Survey (traditional or social media) work aimed at downtown employees and downtown residents would provide

guidance on the inadequacies and the opportunities of the current fares and routes. Expanding the existing contracts and agency functions to include market research would provide insight into where marketing efforts and service improvements would be most beneficial.

Service and Performance Standards

Several performance measures can be used to monitor existing service and evaluate the success of new service (Table 76). Beyond the systemwide performance measures identified in the peer analysis and performance review, these can aid in decision making and service development changes.

Table 76. Example Service Development Standards

Service Criteria	Description
Subsidy per Passenger (Annual Operating Cost – Annual Revenue) ÷ Annual Ridership	Subsidy per passenger measures the local, state, and federal funding that is used to support each ride. Service projects should be rated on how well they minimize reliance on public subsidy: Projects that have a lower than average subsidy per passenger on a systemwide basis: High Rating If the project does not have a high rating, this measure can be refined by taking the average subsidy for different service types: • High frequency fixed route (< 30 min freq.) • Regular fixed route • Circulators • Demand response
Passengers per Revenue Hour (Productivity) Annual Ridership ÷ Annual Revenue Hours	Productivity is a way of measuring how well ECT serves the proposed market and how effective the proposed service will be. Productivity should be above the regional average. In the third year of operation a fixed-route service should carry at least 20 passengers per hour, and demand response service should carry at least three passengers per hour.
Capital Facility Coordination	Prior to making service changes or expansion, ECT will make sure all capital facilities are funded, acquired, and/or constructed in coordination with the service change.
Benefits to People with Disabilities	New transit service should have a benefit to people with disabilities. This should be verified by reviewing demographics, and conducting outreach to regional human service agencies.
Benefits to Minority and Low Income Populations	Service modifications should benefit minority and low income communities. Service changes will be compliant with Title VI of the Civil Rights Act.
Population and Employment Density	The type of service that an area can support should be determined by the level of population and employment density. A minimum threshold for fixed-route service (hourly in a suburban environment) is 3 households per acre and 4 jobs per acre. Additional guidelines are as follows: • High frequency service (15-30 minutes) complemented by local connecting and circulator routes requires densities of at least 18 people per acre and or 20 jobs per acre on multiple locations on the route • Lower density areas, or areas with few pockets of density, can support high frequency or express service during peak periods, and hourly circulator service.
Local Funding Support	ECT should seek out sponsorship of service from local government, businesses, non-profit agencies, etc. Projects that provide "overmatch" will be prioritized.
Sidewalk Score	This measure is calculated by determining the ratio of sidewalk length to street centerline length for each block group. A higher ratio means the block group has a better sidewalk network.

Service Criteria	Description
Transit-Supportive Land Use	This measure is calculated by determining the percent of block group acreage of land use codes that include: medium to high density residential, commercial, and institutional. These land use types have a higher propensity to use transit.
Intersection Density	This measure can be calculated using GIS and Census data to determine the ratio of roadway intersections per block group and dividing it by the total block group acreage. A higher density implies greater transportation connectivity and the opportunity for better walkability.

PART 6:
FUNDING PLAN

Revenue & Funding

ECT fixed route service is funded through various sources, including assistance programs from FTA and the State of Wisconsin through WisDOT; local support from the City of Eau Claire and service agreements with their partners (i.e., City of Altoona); and the sale of transit passenger fares and revenue through fare agreements with partners (i.e., UW-Eau Claire). Each funding source is defined and summarized in this section along with the eligibility and management requirements for each.

State & Federal Public Transit Operating Aids

In Wisconsin, bus systems in communities with populations that are greater than 50,000 but with operating budgets less than that of Madison and Milwaukee fall under the funding category of Tier B. The State of Wisconsin sets an equalized percent share of state and federal funds that consists of WisDOT 85.20 State Urban Mass Transit Operating Assistance ("WisDOT 85.20") and the Eau Claire urbanized area's allocation of funds from FTA Section 5307 Federal Formula Grant Program for Urbanized Areas ("FTA Section 5307").

Approximately one-half of total annual operating expenses for Wisconsin transit systems are reimbursed through state and federal grants. Currently, bus systems in Wisconsin, including ECT, that participate in the WisDOT 85.20 program receive combined state and federal funds amounting to 53 percent of total annual operating expenses.

In 2020, ECT was awarded a total of $3.14 million from WisDOT's allocation of 85.20 and FTA Section 5307 funds to spend toward operating its fixed route and ADA complementary paratransit service.

Wisconsin Department of Transportation Chapter 85.20

WisDOT has oversight authority on the 85.20 program, and manages the application process and distribution of these funds through statute and administrative rules Trans 4 and Trans 6. Each year local governments that operate public transit can apply for funding under this program. WisDOT 85.20 funds supplement the non-federal share of operating expenses.

Annual funding amounts per system are equalized via formula statewide, combining grants from the State Urban Mass Transit Operating Assistance Program as well as FTA Formula programs for Urban Areas (Section 5307) and Rural Areas (Section 5311). The Eau Claire urbanized area is awarded Section 5307 formula funds annually, which WisDOT distributes.

Federal Transit Administration Section 5307

FTA Section 5307 is a federally funded grant program that assists transit systems in urbanized areas with populations greater than 50,000. Transit systems in urban areas with populations between 50,000 and 200,000 may utilize the funds for capital or operating assistance. There are 24 systems currently operating

in Wisconsin providing bus and shared-ride taxi services within urbanized areas of that size, including Eau Claire.

WisDOT distributes the annual statewide FTA Section 5307 grant amounts to systems serving a population between 50,000 and 200,000 people. These systems also receive funding through the WisDOT 85.20 funding program. WisDOT awards FTA Section 5307 grant amounts via the annual Public Transit Assistance Program (PTAP). The application for these funds occurs each fall.

Passenger Revenues

In 2020, ECT anticipated $1.22 million in passenger revenues from operating its fixed route and ADA complementary paratransit service – 20.6 percent of annual operating expenditures recognized under the WisDOT PTAP. This value estimates the amount of cash collected from passengers when boarding vehicles and the sale of fare media to passengers (e.g., monthly passes) and partners like UW-Eau Claire and CVTC, who purchase special passes. Specifically for fixed route service, passenger revenue has historically accounted for approximately 19 percent of operating expenses since 2013 (Table 11).

The City of Eau Claire and UW-Eau Claire have a formal agreement that enables UW-Eau Claire students, faculty, and staff ride fixed routes fare-free when presenting their university identification card. These funds are categorized as passenger revenue for purposes of reporting to WisDOT and FTA. However, in addition to fare policy, the agreement establishes service levels for university-oriented Routes 9 and 19. In the 2019-2020 academic year, UW-Eau Claire contributed $399,000. By academic year 2021-2022 – the third in the five-year agreement – UW-Eau Claire will contribute $407,000.

Local Sources

Other Directly Generated Revenues

ECT also receives revenues from advertising, concessions, and other non-transportation sources. Collectively, these revenues are often referred to as "other directly generated revenues." In 2020, ECT anticipated $77,000 in other directly generated revenues, or about 1 percent of annual operating expenditures for fixed route and ADA complementary paratransit service.

Local Share of Operating Assistance

The City of Eau Claire is responsible for compiling the remainder of revenues once state and federal grants, passenger revenues, and other directly generated revenues are accounted for. This remainder is referred to as "local share," which may consist of one or many sources. The local share serves as required match to FTA Section 5307 and WisDOT 85.20 funding. In 2020, ECT anticipated $1.49 million in local share of operating expenses for its fixed route and ADA complementary paratransit service.

As it relates to fixed route service, the local share of operating assistance for ECT comes from the City of Eau Claire tax levy and the City of Altoona tax levy (through service agreement). In 2020, the City of

Altoona contributed $70,300 for one year of transit service in its community, as established in a formal agreement between the two municipalities.

Estimated Costs & Revenues

Part 4: Service Recommendations of this report included estimate net (change from existing) annual operating expenses for each recommendation and implementation scenario. The following incorporates those cost estimates to develop estimated annual operating revenues required to implement the recommendations. Doing so provides a planning-level estimate of the magnitude of change in annual revenue from local sources.

The following are high-level, planning-stage estimates based on assumed unit costs (see *Operating Costs* in *Part 4*) reflective of historical expenses, and revenue source share assumptions based on historical revenues collected. At this planning stage, estimated net annual operating revenues fall into one of three categories, summarized below.

- **Passenger revenues:** The amount of revenue collected directly through passenger fares. This value includes the fare and service agreements between the City of Eau Claire and UW-Eau Claire for Routes 9 and 19 service and free fares on all fixed routes. At this planning stage, passenger revenues are assumed to be 19 percent of operating expense; this is based on the fixed route systemwide average operating ratios (passenger revenue/operating expense) observed since 2013 (Table 11).
- **State and federal grants:** ECT expects to receive approximately 53 percent of revenue necessary to cover fixed route operating expenses through the WisDOT PTAP. The PTAP combines WisDOT 85.20 and FTA Section 5307 funds.
- **Local sources:** The remainder – 28 percent – of revenue required to cover operating expenses comes from local sources. This revenue category includes funds from the City of Eau Claire tax levy, service agreements with partners (i.e., City of Altoona), and other directly generated revenues.

Table 77, Table 78, and Table 79 categorize the estimated net annual revenues necessary to cover the estimated net annual operating expenses under each of the three implementation scenarios.

- The **Short-Term, Minimal Cost** implementation scenario would require an estimated $69,912 increase in annual revenue from local sources, representing an approximately 6 percent increase in local share compared to today.
- The **Short-Term, Investment** implementation scenario would require an estimated $629,820 increase in annual revenue from local sources, representing an approximately 50 percent increase in local share compared to today.
- The **Longer-Term** implementation scenario would require an estimated $904,700 increase in annual revenue from local sources, representing an approximately 72 percent increase in local share compared to today.

Table 77. Estimated Net Increase in Annual Revenues by Source: Short-Term Minimal Cost Scenario

Recommendations Packaged by Route(s)	ESTIMATED Net Annual Total Operating Expense	ESTIMATED Net Annual Revenue for Operations		
		Passenger Revenue (19%)*	State & Federal Share (53%)**	Local Sources (28%)***
Route 1: Minor routing change, add evening and Saturday service	$68,800	$13,072	$36,464	$19,264
Routes 3 & 4: Restructure routes	$0	$0	$0	$0
Route 3/4: Replace with North On-Demand Zone	$4,400	$836	$2,332	$1,232
Routes 5 & 6: Restructure routes, add evening and Saturday service	-$83,300	-$15,827	-$44,149	-$23,324
Route 8: Minor routing change, add evening and Saturday service	$17,200	$3,268	$9,116	$4,816
Routes 9 & 19: Changes to operations and communications	$0	$0	$0	$0
Route 12: Minor routing change, add evening and Saturday service	$17,200	$3,268	$9,116	$4,816
Routes 15 & 21: Restructure routes, add evening and Saturday service	$80,400	$15,276	$42,612	$22,512
Route 20: Minor routing change, add evening and Saturday service	$66,100	$12,559	$35,033	$18,508
Express Routes 1 & 10: Replace with modified trips on Routes 4 and 3	-$18,800	-$3,572	-$9,964	-$5,264
Staff: Evening Operations Supervisor^	$80,000		$42,400	$37,600
Combined: Net Total	**195,400**	**21,926**	**103,562**	**69,912**
Combined: Net Percent Change	**4.4%**	**2.6%**	**4.4%**	**5.6%**

*Passenger revenue is assumed to be 19 percent of operating expense, based on the fixed route systemwide average operating ratios (passenger revenue/operating expense) observed since 2013 (Table 11). In reality, passenger revenue collected for each route will differ based on the number of riders and the types of fare products they use. However, using the average value of 19 percent was considered an appropriate estimate at this planning stage.

**Estimated based on the most recent grant applications submitted to WisDOT for state and federal funding.

***Local agencies (e.g., City of Eau Claire) and their partners generate revenues to cover operating expenses not already address through passenger revenue and state and federal grants; this includes tax levy dollars and other directly generated revenues (e.g., advertising).

^The addition of Route 1 service 2 hours later on weeknights would require ECT to hire an additional operations supervisor. The high-level, planning stage estimate of this additional staff is assumed to be $80,000, added to annual operating expenses.

Table 78. Estimated Net Increase in Annual Revenues by Source: Short-Term, Investment Scenario

Recommendations Packaged by Route(s)	ESTIMATED Net Annual Total Operating Expense	ESTIMATED Net Annual Revenue for Operations		
		Passenger Revenue (19%)*	State & Federal Share (53%)**	Local Sources (28%)***
Route 1: Increase frequency, minor routing change, add evening and Saturday service	$549,300	$104,367	$291,129	$153,804
Route 2: Add evening and Saturday service	$7,500	$1,425	$3,975	$2,100
Routes 3 & 4: Restructure routes	$0	$0	$0	$0
Route 3/4: Replace with North On-Demand Zone	$4,400	$836	$2,332	$1,232
Routes 5 & 6: Restructure routes, add evening and Saturday service, increase frequency on new Route 6	$332,300	$63,137	$176,119	$93,044
Route 7: Add evening and Saturday service	$29,500	$5,605	$15,635	$8,260
Route 8: Minor routing change, add evening and Saturday service, increase frequency	$78,400	$14,896	$41,552	$21,952
Routes 9 & 19: Increase frequency, add evening and Saturday service	$405,900	$77,121	$215,127	$113,652
Route 12: Minor routing change, add evening and Saturday service	$17,200	$3,268	$9,116	$4,816
Routes 15 & 21: Restructure routes, add evening and Saturday service	$80,400	$15,276	$42,612	$22,512
Routes 17 & 71: Replace Route 17 with Route 71, add evening and Saturday service	$284,400	$54,036	$150,732	$79,632
Route 18: Increase frequency, minor routing change, add evening and Saturday service	$80,900	$15,371	$42,877	$22,652
Route 20: Minor routing change, add evening and Saturday service	$66,100	$12,559	$35,033	$18,508
Northwest On-Demand Service: New service	$196,500	$37,335	$104,145	$55,020
Express Routes 1 & 10: Replace with modified trips on Routes 4 and 3	-$18,800	-$3,572	-$9,964	-$5,264
Staff: Evening Operations Supervisor^	$80,000	$0	$42,400	$37,600
Combined: Net Total	**$2,194,000**	**$401,660**	**$1,162,820**	**$629,520**
Combined: Net Percent Change	**48.9%**	**47.1%**	**48.9%**	**50.1%**

*Passenger revenue is assumed to be 19 percent of operating expense, based on the fixed route systemwide average operating ratios (passenger revenue/operating expense) observed since 2013 (Table 11). In reality, passenger revenue collected for each route will differ based on the number of riders and the types of fare products they use. However, using the average value of 19 percent was considered an appropriate estimate at this planning stage.

**Estimated based on the most recent grant applications submitted to WisDOT for state and federal funding.

***Local agencies (e.g., City of Eau Claire) and their partners generate revenues to cover operating expenses not already address through passenger revenue and state and federal grants; this includes tax levy dollars and other directly generated revenues (e.g., advertising).

^The addition of Route 1 service 2 hours later on weeknights would require ECT to hire an additional operations supervisor. The high-level, planning stage estimate of this additional staff is assumed to be $80,000, added to annual operating expenses.

Table 79. Estimated Net Increase in Annual Revenues by Source: Longer-Term Scenario

Recommendations Packaged by Route(s)	ESTIMATED Net Annual Total Operating Expense	ESTIMATED Net Annual Revenue for Operations		
		Passenger Revenue (19%)*	State & Federal Share (53%)**	Local Sources (28%)***
Route 1: Increase frequency, minor routing change, add evening and Saturday service	$549,300	$104,367	$291,129	$153,804
Route 2: Add evening and Saturday service	$7,500	$1,425	$3,975	$2,100
Routes 3 & 4: Restructure routes	$0	$0	$0	$0
Route 3/4: Replace with North On-Demand Zone	$4,400	$836	$2,332	$1,232
Routes 5 & 6: Restructure routes, add evening and Saturday service, increase frequency on new Route 6	$332,300	$63,137	$176,119	$93,044
Route 7: Add evening and Saturday service	$29,500	$5,605	$15,635	$8,260
Route 8: Minor routing change, add evening and Saturday service, increase frequency	$78,400	$14,896	$41,552	$21,952
Routes 9: Increase frequency, add evening and Saturday service (See Route 9 details in Table 51)	$134,300	$25,517	$71,179	$37,604
Route 12: Minor routing change, add evening and Saturday service	$17,200	$3,268	$9,116	$4,816
Routes 15 & 21: Restructure routes, add evening and Saturday service	$80,400	$15,276	$42,612	$22,512
Routes 17 & 71: Replace Route 17 with Route 71, add evening and Saturday service	$284,400	$54,036	$150,732	$79,632
Route 18: Increase frequency, minor routing change, add evening and Saturday service	$80,900	$15,371	$42,877	$22,652
Routes 19 & 91: Replace Route 19 with Route 91, add evening and Saturday service	$580,500	$110,295	$307,665	$162,540
Route 20: Minor routing change, add evening and Saturday service	$66,100	$12,559	$35,033	$18,508
Northwest On-Demand Service: New service	$196,500	$37,335	$104,145	$55,020
Northeast & South On-Demand Services: New services	$196,500	$37,335	$104,145	$55,020
Express Routes 1 & 10: Replace with modified trips on Routes 4 and 3	-$18,800	-$3,572	-$9,964	-$5,264
Sunday Service: Replicate Saturday service on Sunday	$343,100	$65,189	$181,843	$96,068
Staff: Evening Operations Supervisor^	$80,000	$0	$42,400	$37,600
Staff: Sunday Operations Supervisor^	$80,000	$0	$42,400	$37,600
Combined: Net Total	**$3,122,500**	**$562,875**	**$1,654,925**	**$904,700**
Combined: Net Percent Change	**69.6%**	**66.0%**	**69.6%**	**72.0%**

*Passenger revenue is assumed to be 19 percent of operating expense, based on the fixed route systemwide average operating ratios (passenger revenue/operating expense) observed since 2013 (Table 11). In reality, passenger revenue collected for each route will differ based on the number of riders and the types of fare products they use. However, using the average value of 19 percent was considered an appropriate estimate at this planning stage.

**Estimated based on the most recent grant applications submitted to WisDOT for state and federal funding.

***Local agencies (e.g., City of Eau Claire) and their partners generate revenues to cover operating expenses not already address through passenger revenue and state and federal grants; this includes tax levy dollars and other directly generated revenues (e.g., advertising).
^The addition of Route 1, 9, and 91 service later on weeknights, and the addition of Sunday service would require ECT to hire at least 2 additional operations supervisors. The high-level, planning stage estimate of these additional staff positions is assumed to be $160,000, added to annual operating expenses.

Funding Strategies

Federal Transit Administration Section 5339 Bus and Bus Facilities Program

This program is the primary program for federal transit capital assistance available to ECT. The Bus and Bus Facilities Program is a federally-funded capital grant program contained within the Fixing America's Surface Transportation Act (FAST Act) authorization bill that provides capital funding to replace, rehabilitate, and purchase buses and related equipment and to construct bus-related facilities.

ECT receives FTA Section 5339 funding via two channels. FTA apportions formula funds to the Eau Claire Urbanized Area on an annual basis. Additionally, discretionary Section 5339 funding is distributed via competitive solicitation overseen by WisDOT. ECT should continue to explore the use of Section 5339 funds for capital improvements such as fare collection systems, bus stop improvements and passenger amenities, and modern communications and information systems benefitting riders.

Employer Sponsored Service

In order to serve growth in industrial, warehouse, and office development on the fringes of metropolitan areas, some transit agencies have implemented employer-sponsored transit routes that enable workers to access these job sites without a car. There are numerous examples of this across Wisconsin, as well as in the Chicago region, where Pace Suburban Bus operates shuttle routes serving Amazon distribution centers in Monee and Joliet, multiple UPS and FedEx locations, and major office developments in Lake County. In each case, the employers served by shuttle routes pay for a portion of the total operating costs through an annual or multi-year contract, with some employers paying 100 percent. Though funded in whole or part by private participants, employer-sponsored routes are open to the general public. During project outreach, community members identified employment sites on the Northwest and Northeast portions of the Eau Claire region that might benefit from these workforce transportation pilot programs. More specifically, the recommended Northwest On-Demand, Northeast On-Demand, and South On-Demand services previous described in this report may be ideal candidates for such funding partnership.

FHWA/FTA Flex Funds

There are several federal funding sources that are flexible for use between highway and transit capital projects. Many Federal-aid Highway programs have specific eligible transit activities identified in legislation. In addition, funds from other programs that do not have specific transit eligibility may be transferred by states – under the uniform transferability provisions of 23 USC §126 – to other Federal-aid Highway programs that do have such eligibility. In particular Surface Transportation Program – Urban funds can be used for transit capital investments including vehicles, equipment, and facilities and several

Wisconsin regions (Madison, Appleton, Milwaukee, and Green Bay) have tapped into this as a regular source of program funding.

Summary of Resources & Actions for Implementation

Table 80 summarizes of the operating expense and revenue impacts of each of the three implementation scenarios, plus additional considerations necessary to implement, including capital purchases, operations, and labor.

Table 80. Estimated Resources & Actions Necessary to Implement

Category	Short-Term, Minimal Cost Scenario	Short-Term, Investment Scenario	Longer-Term Scenario
Operating Revenues	• $69,912 (6 percent) net increase in annual revenue from local sources	• $629,520 (50 percent) net increase in annual revenue from local sources • Revise service/fare agreements with the City of Altoona and UW-Eau Claire • Explore new service agreement with CVTC, Menards, and other organizations benefitting from Northwest On-Demand Zone	• $904,700 (72 percent) net increase in annual revenue from local sources • Revise service/fare agreements with the City of Altoona and UW-Eau Claire • Explore new service agreement with CVTC, Menards, and other organizations benefitting from Northwest On-Demand Zone • Enter into service agreement with Lake Hallie to cover the local share of the Northeast On-Demand service
Operations and Hiring	• **One additional operations supervisor** to oversee late night service on weeknights (cost accounted for above in annual revenue from local sources) • Likely need to **hire a few additional bus drivers** (compared to today) to account for increased span of service on weekdays and Saturday (cost accounted for above in annual revenue from local sources); additional labor analysis necessary prior to implementation • Evaluate bus stop spacing and amenities distribution	• **One additional operations supervisor** (compared to today) to oversee late night service on weeknights (cost accounted for above in annual revenue from local sources) • Likely need to **hire a few additional bus drivers** (compared to today) to account for increased span of service on weekdays and Saturday (cost accounted for above in annual revenue from local sources); additional labor analysis necessary prior to implementation • Evaluate bus stop spacing and amenities distribution	• **Two additional operations supervisors** (compared to today) to oversee late night service on weeknights and oversee new service on Sunday (cost accounted for above in annual revenue from local sources) • Likely need to **hire several additional bus drivers** (compared to today) to account for increased span of service on weekdays and Saturday, plus the introduction of Sunday service (costs accounted for above in annual revenue from local sources); additional labor analysis necessary prior to implementation • Evaluate bus stop spacing and amenities distribution
Capital Purchases	• **No need to purchase additional buses**	• **No need to purchase additional buses**	• **May need to purchase one additional heavy-duty bus** in order to maintain sufficient spare ratio. ECT currently has 22

Category	Short-Term, Minimal Cost Scenario	Short-Term, Investment Scenario	Longer-Term Scenario
	• Route 3: Relocate bus stop at North Ln & Star Ave. • Route 4: Add approximately 20 new bus stops north of Eddy Ln. to approximate spacing of bus stops served in the opposite direction by Route 3 • Route 6: Add approximately 10 new bus stops, to be served in the northbound/westbound direction, along Golf Rd., Fairfax Ave., and Hamilton Ave. • Route 8: Add 2 new bus stops along Truax Blvd. and 1 along Old Orchard Ln. • Routes 9 & 19: Add approximately 15 stops to enable each route to operate their circular paths in both directions • Route 12: Add 3 new bus stops along 9th Ave. to be served in the southbound direction; add 3 new bus stops along Vine St. to be served in the eastbound direction; add 3 new bus stops along Warden St. to be served in the northbound direction	• Bus stop improvements from Short-Term, Minimum Cost Scenario plus approximately 15 new bus stops along Route 71 in Altoona	heavy duty buses that are used for fixed route service; 16 of the 22 heavy-duty buses are operated in peak service today. Under the Longer-Term scenario, 18 buses would operate during peak periods. One heavy duty bus is estimated to cost $500,000; typically, state and federal grants cover 80 percent of the cost, with the remaining 20 percent (e.g., $100,000) covered by local sources • Bus stop improvements from both Short-Term, Minimum Cost and Short-Term, Investment Scenarios.
Marketing & Communications	• **Robust public engagement, advertising, and information campaign** to communicate changes with the public • Rename routes as necessary • Reassign colors to routes as necessary, based on new operations and interlining plan • **Update all print and online informational materials** • Update General Transit Feed Specification (GTFS), and upload to Google Maps and other trip planning software	• Actions from Short-Term, Minimal Cost Scenario • In collaboration with benefitting organizations, develop a **targeted advertising and information campaign** to promote the Northwest On-Demand service	• Actions from Short-Term, Minimal Cost Scenario • In collaboration with benefitting organizations, develop a **targeted advertising and information campaign** to promote the to promote the Northwest, Northeast, and South On-Demand services

APPENDIX A: ROUTE PROFILES

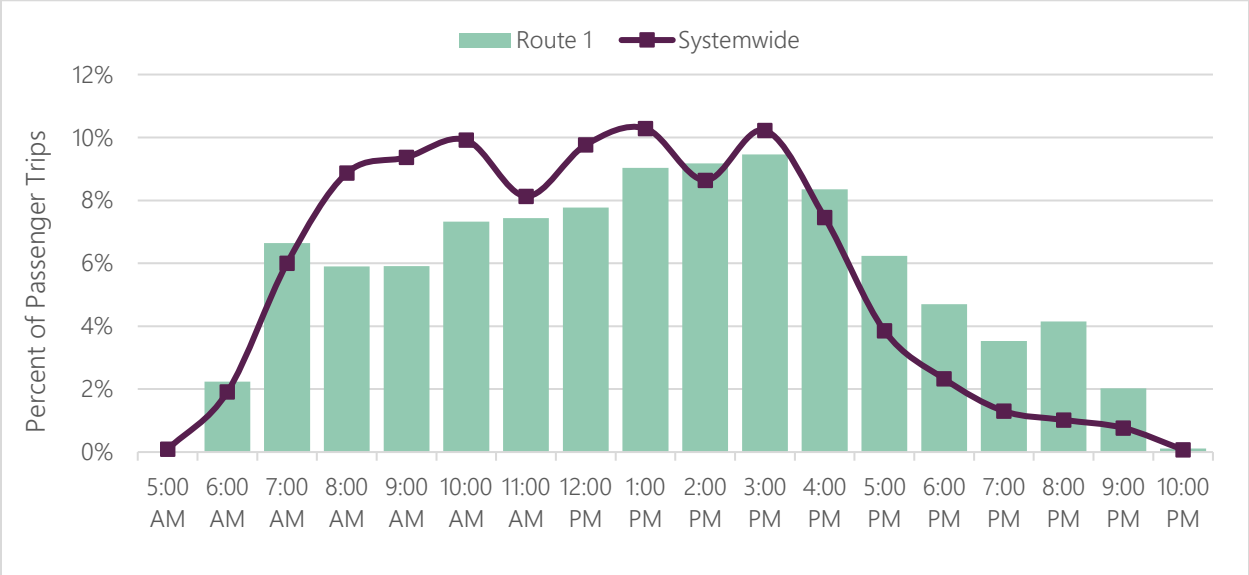
This section includes ridership by time of day and on-time performance metrics for each ECT regular fixed route. Ridership by time of day for individual routes are shown next to the systemwide total for all fixed routes. The data are from weekdays when UW-Eau Claire was in session from September 2018 through May 2019.

The second measure provided for each route is on-time performance. Data were collected for each scheduled timepoint for each route. A scheduled time point lists the time when the bus is expected to depart a specific point along the route; passengers use timepoints to plan their transit trip. Most ECT fixed routes have five to eight timepoints. Each of the following charts summarizes hundreds of data points, collected over the course of multiple months, about when a bus departed a timepoint compared to when it was scheduled to depart. Those records were compiled, and the median used to represent the "typical" deviation (in number of minutes – positive or negative) from the scheduled time.

On time performance data are from weekdays in late April through October in 2019; data collected during a route detour are excluded from the charts. Additionally, data associated with the start and end points of routes were excluded due to data quality issues. Thus, data are not presented for bus stops at the Transfer Center and Centennial Hall – the two locations where bus routes start and end.

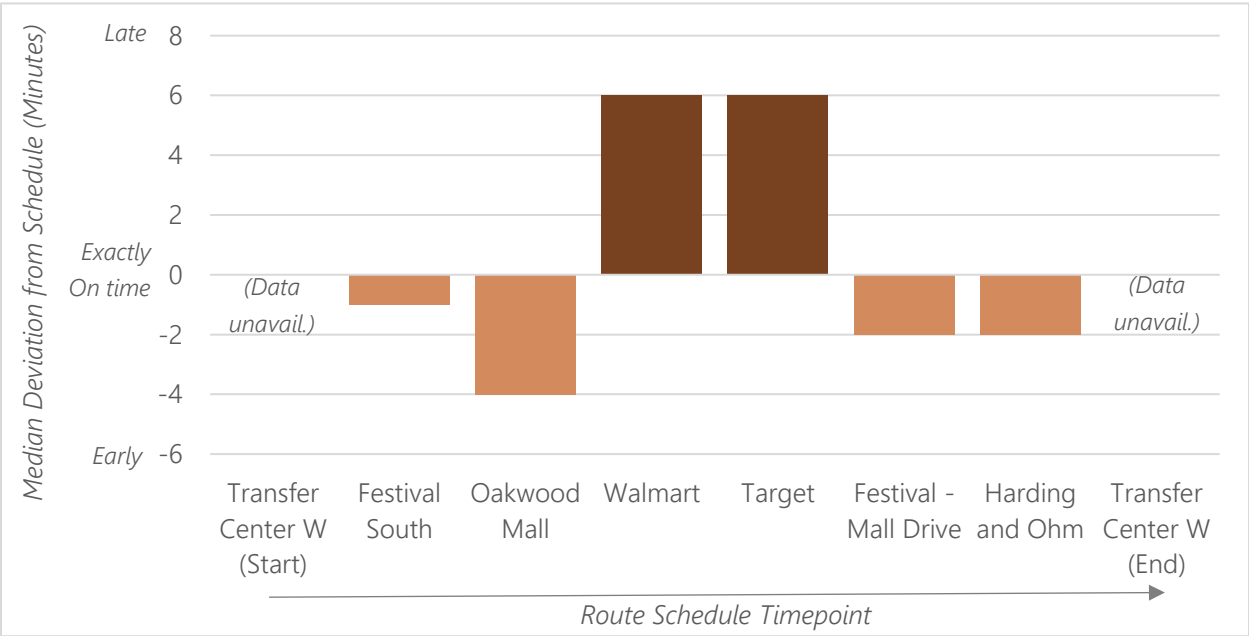
Route 1

Figure 114: Percent of Ridership by Time of Day: Route 1



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

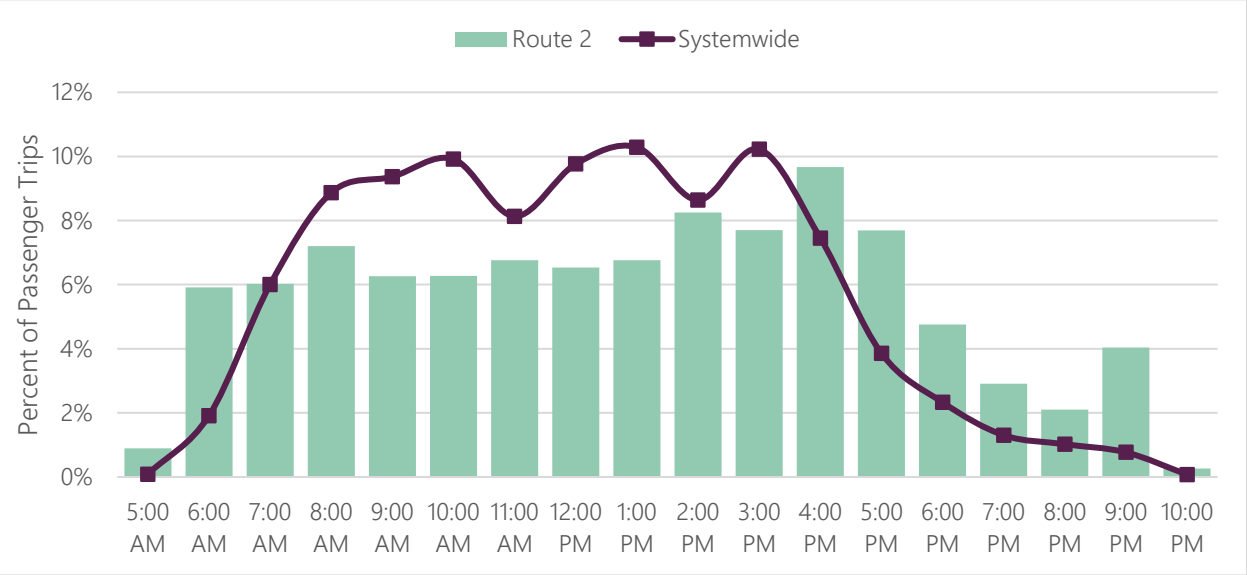
Figure 115: On-Time Performance by Bus Stop Timepoint: Route 1



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

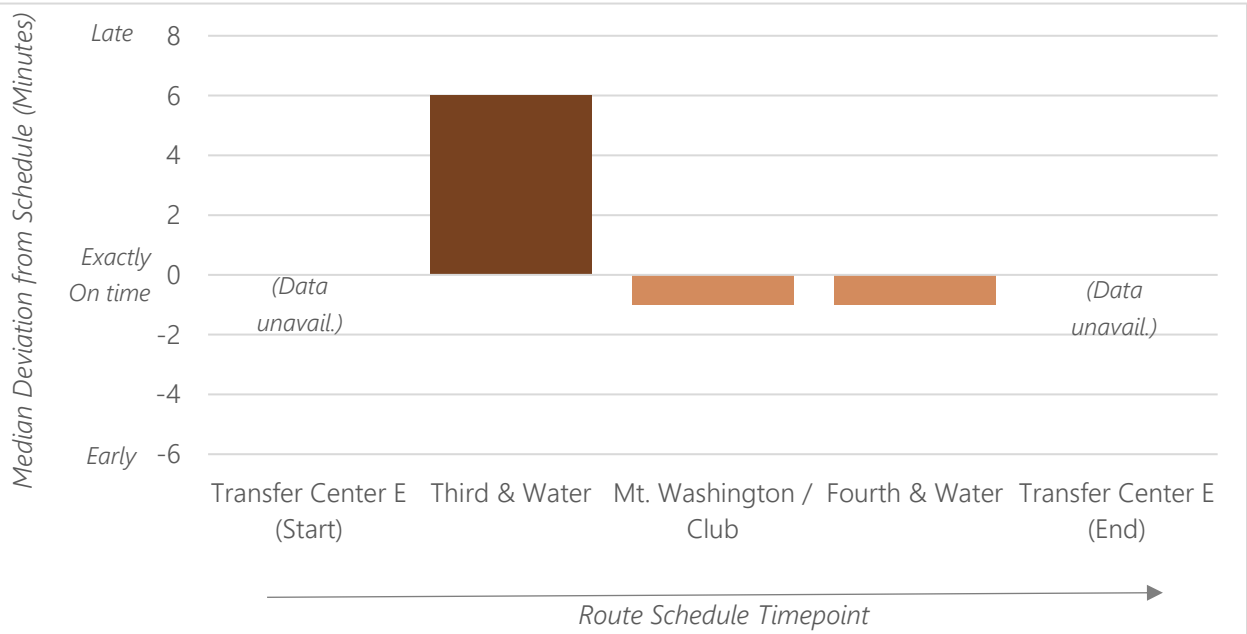
Route 2

Figure 116: Percent of Ridership by Time of Day: Route 2



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

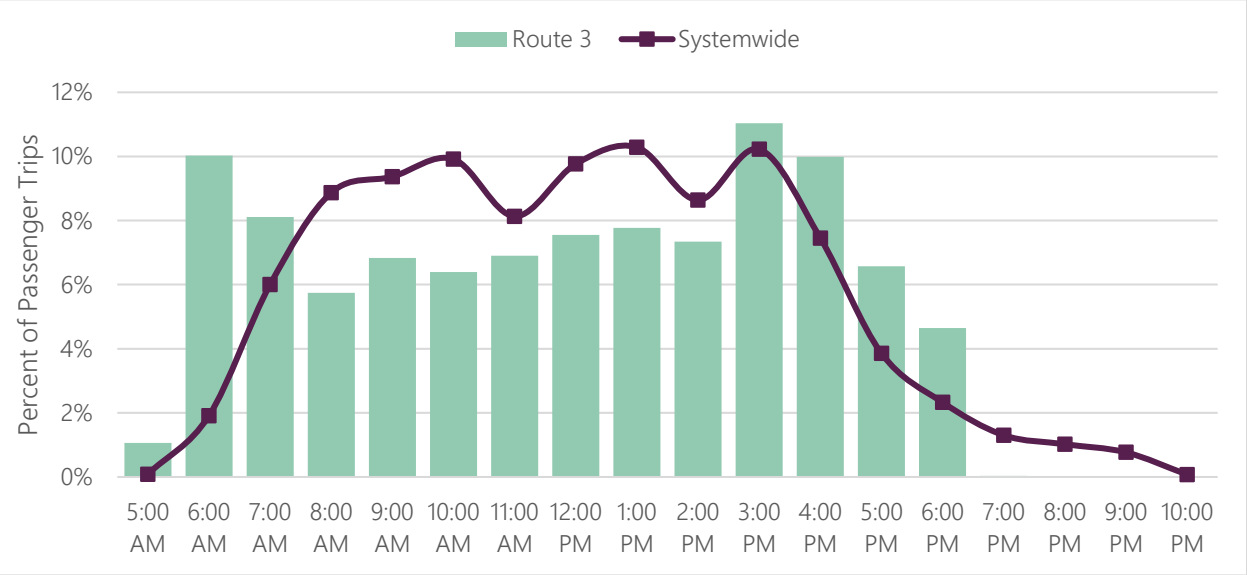
Figure 117: On-Time Performance by Bus Stop Timepoint: Route 2



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

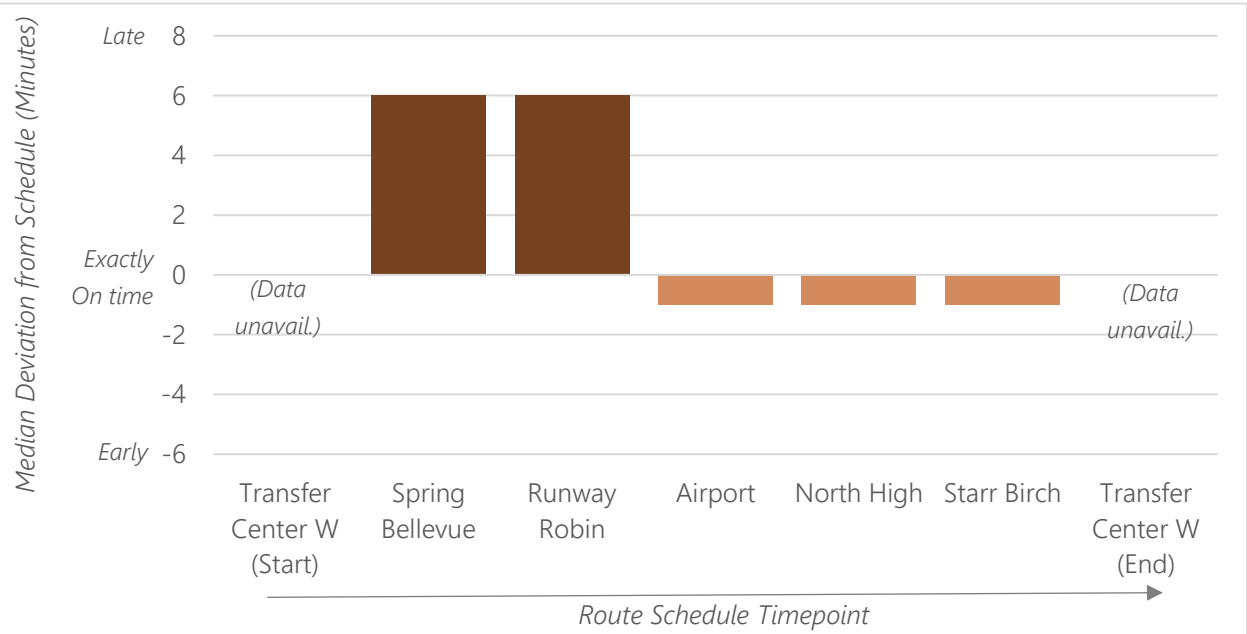
Route 3

Figure 118: Percent of Ridership by Time of Day: Route 3



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

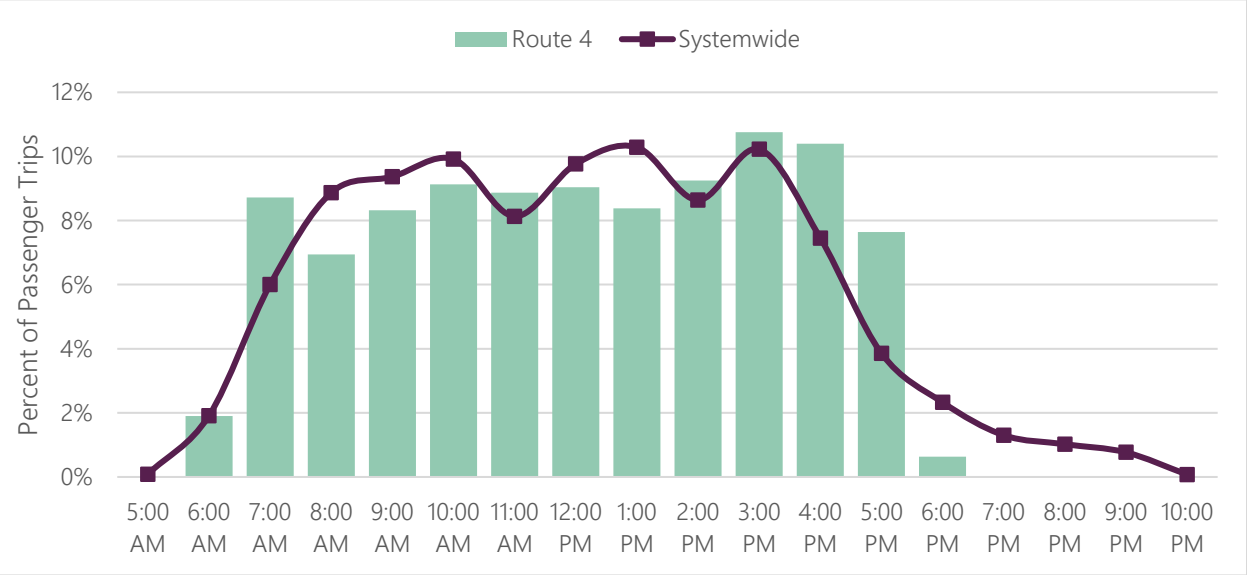
Figure 119: On-Time Performance by Bus Stop Timepoint: Route 3



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

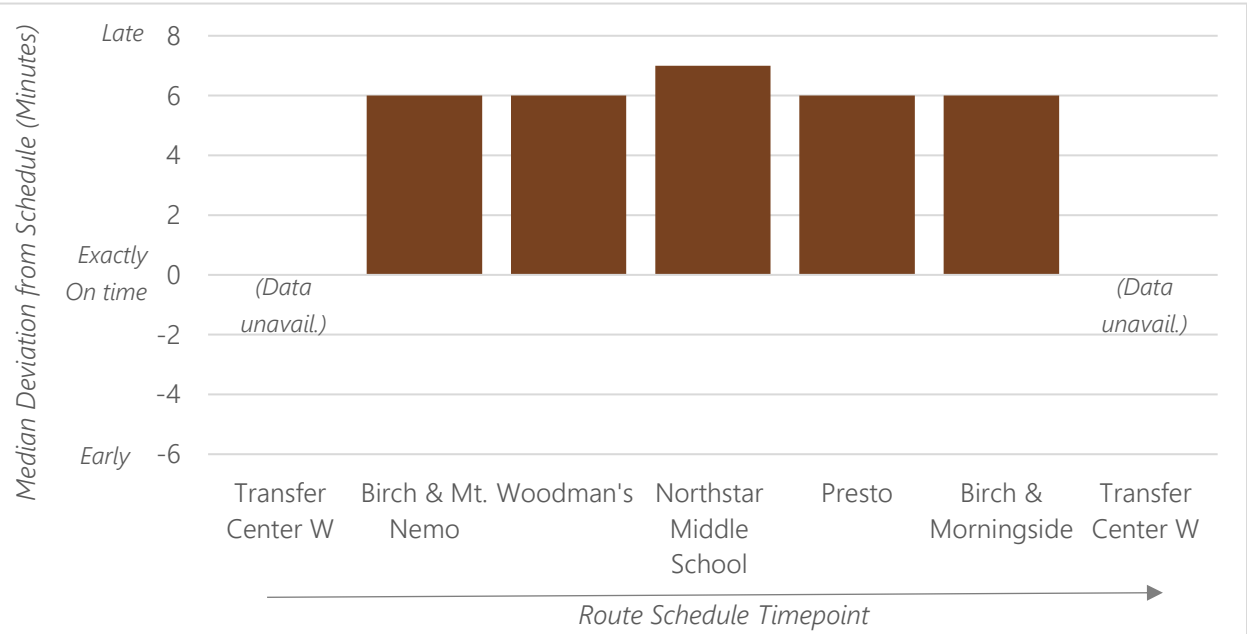
Route 4

Figure 120: Percent of Ridership by Time of Day: Route 4



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

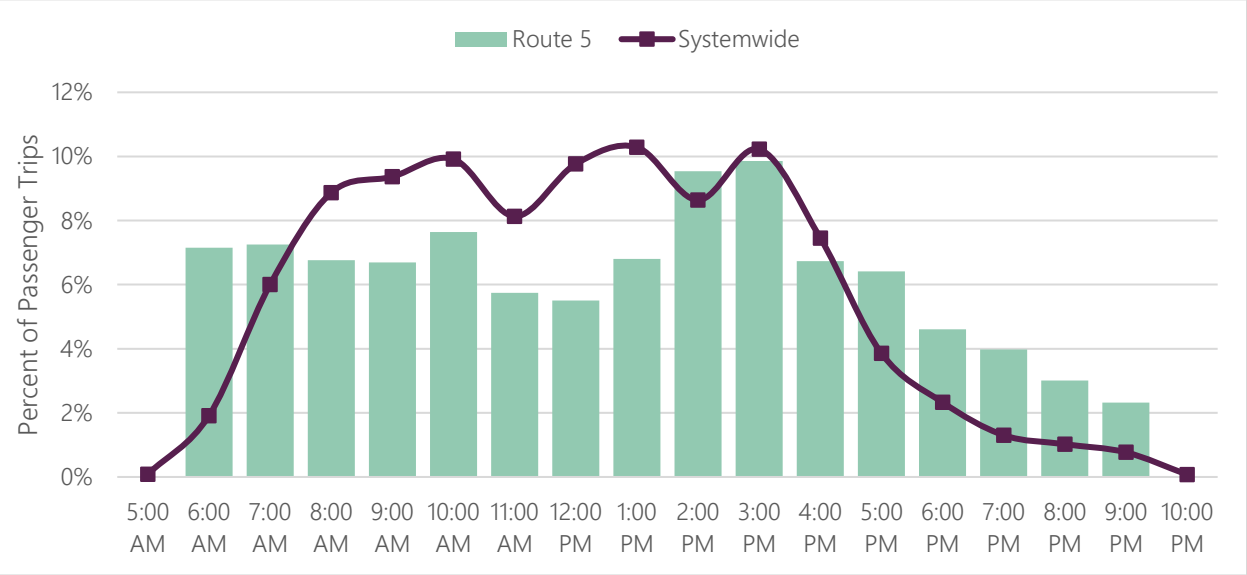
Figure 121: On-Time Performance by Bus Stop Timepoint: Route 4



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

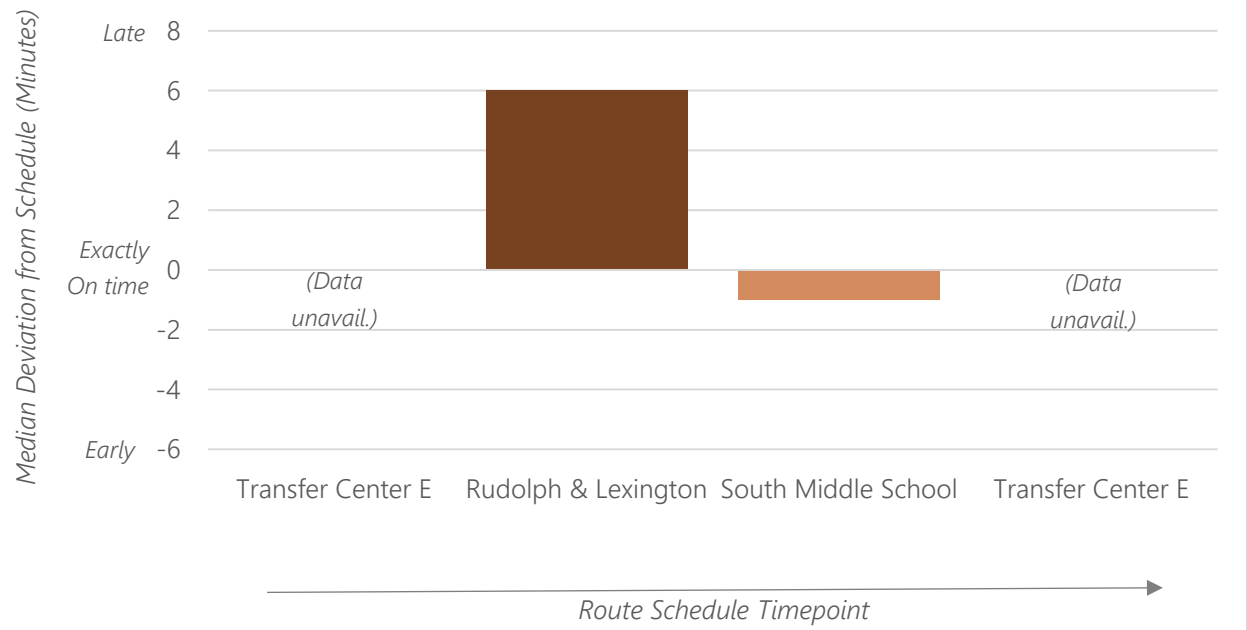
Route 5

Figure 122: Percent of Ridership by Time of Day: Route 5



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

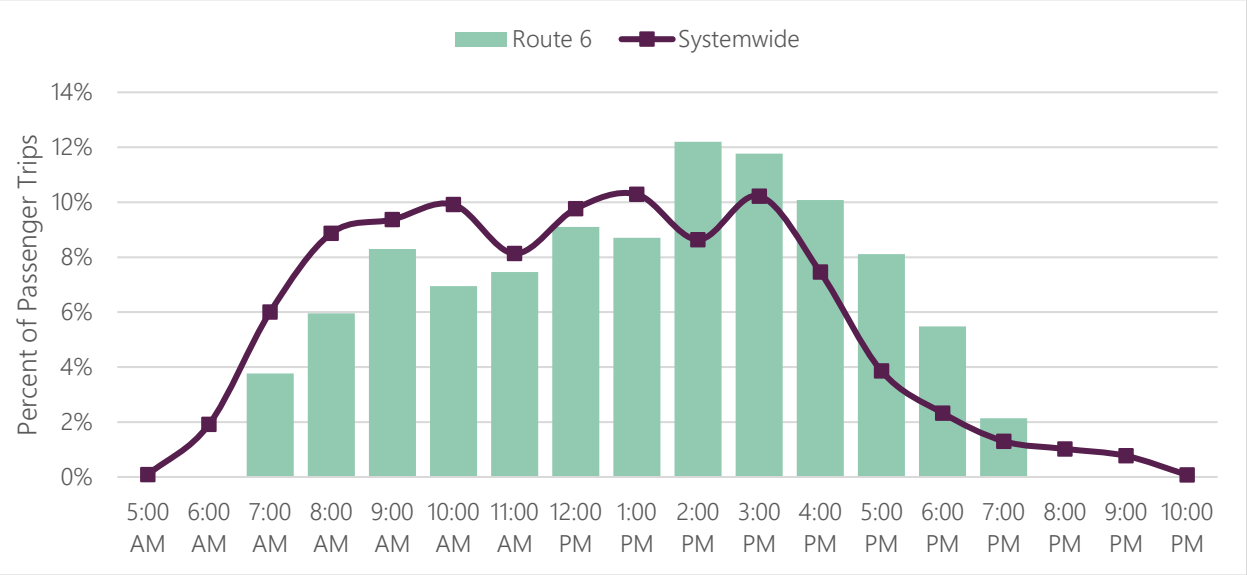
Figure 123: On-Time Performance by Bus Stop Timepoint: Route 5



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

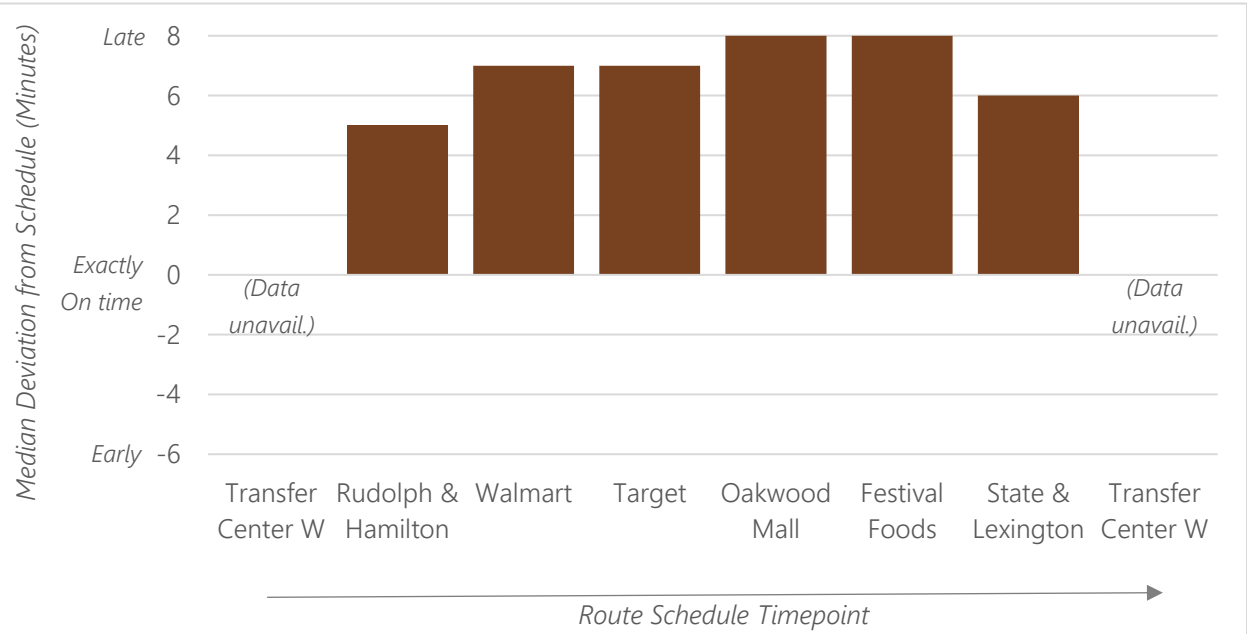
Route 6

Figure 124: Percent of Ridership by Time of Day: Route 6



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

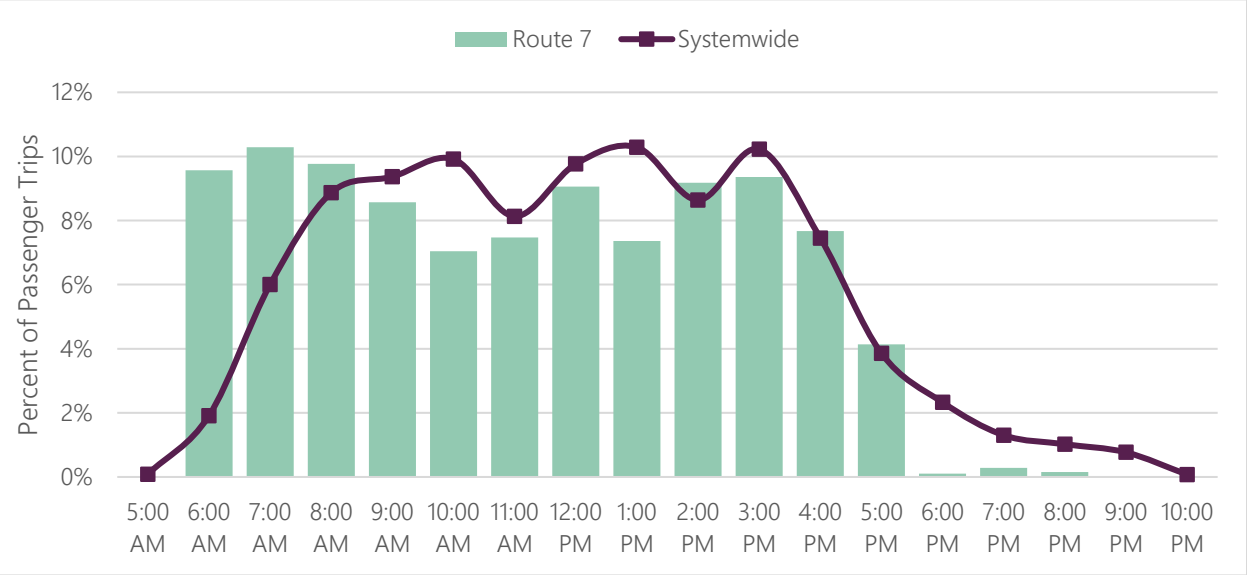
Figure 125: On-Time Performance by Bus Stop Timepoint: Route 6



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

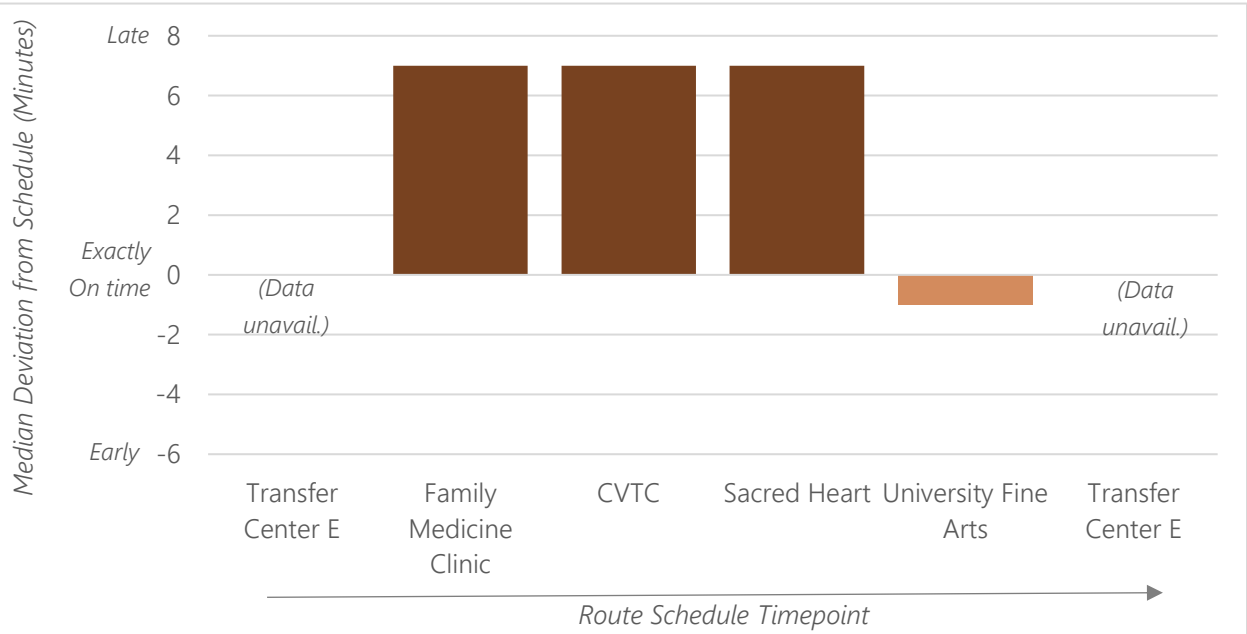
Route 7

Figure 126: Percent of Ridership by Time of Day: Route 7



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

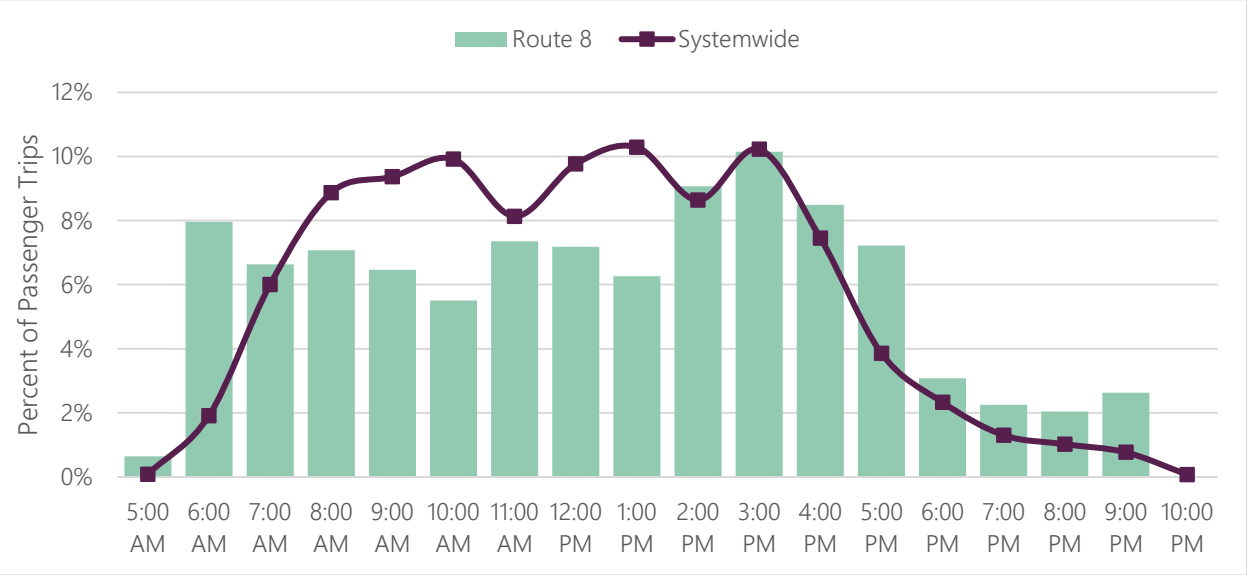
Figure 127: On-Time Performance by Bus Stop Timepoint: Route 7



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

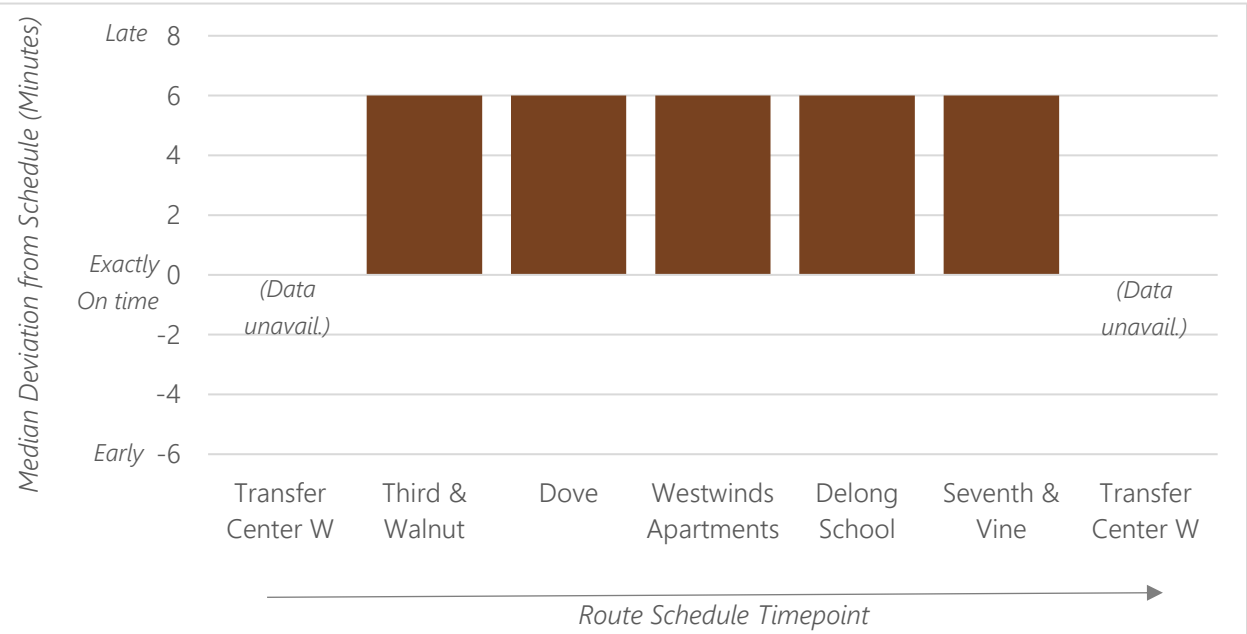
Route 8

Figure 128: Percent of Ridership by Time of Day: Route 8



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

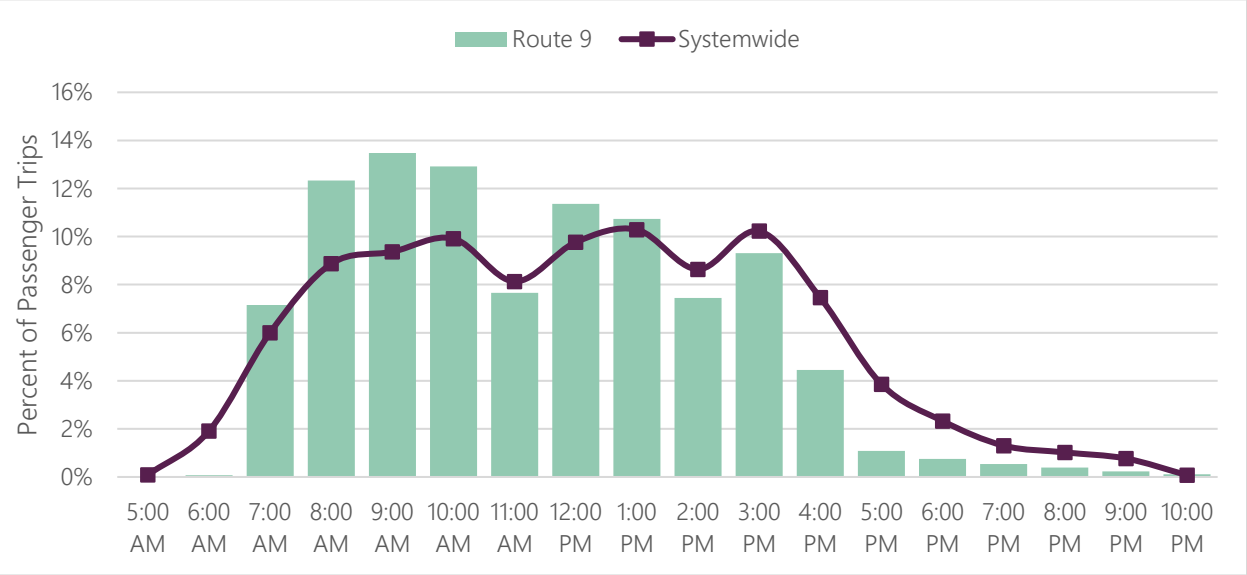
Figure 129: On-Time Performance by Bus Stop Timepoint: Route 8



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

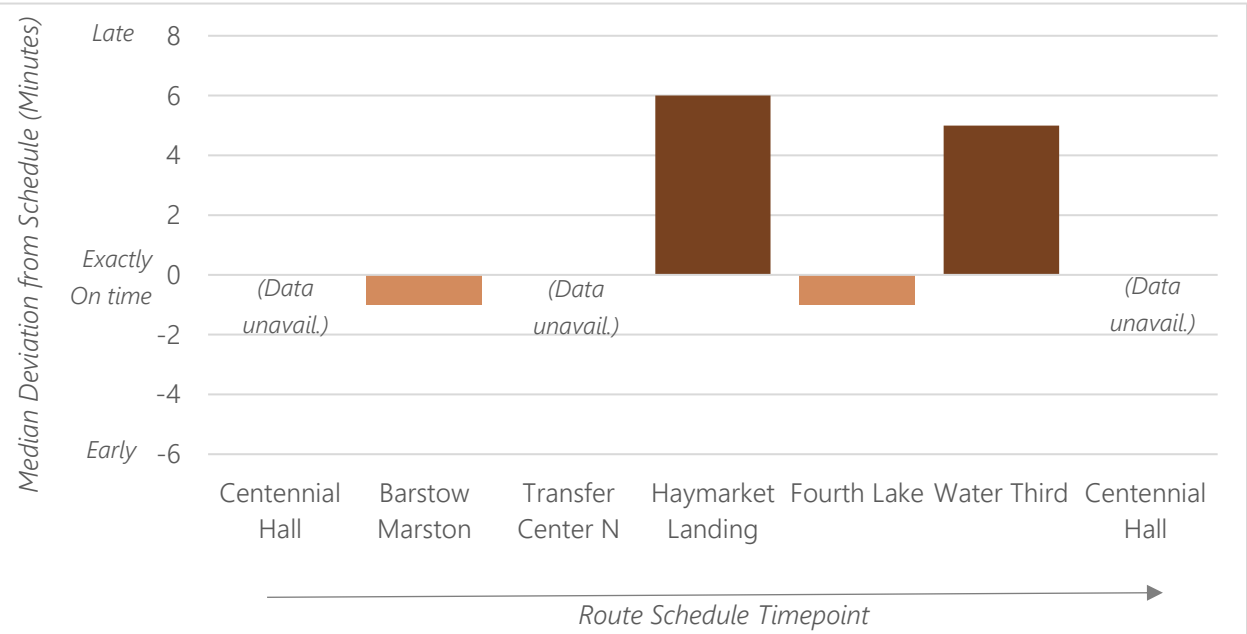
Route 9

Figure 130: Percent of Ridership by Time of Day: Route 9



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

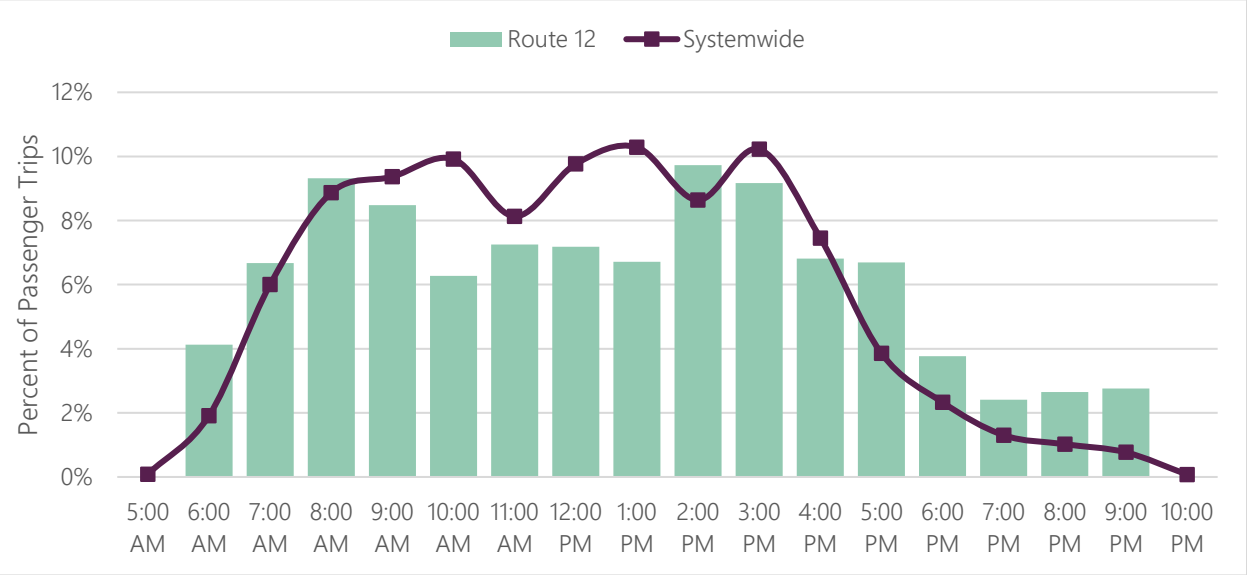
Figure 131: On-Time Performance by Bus Stop Timepoint: Route 9



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

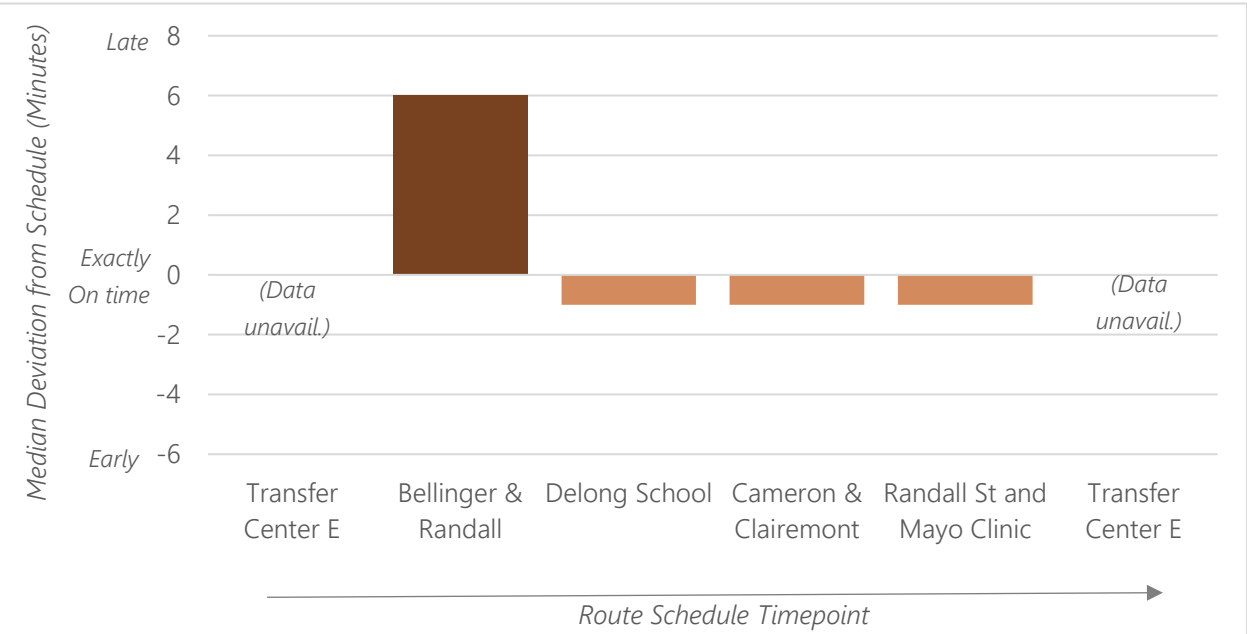
Route 12

Figure 132: Percent of Ridership by Time of Day: Route 12



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

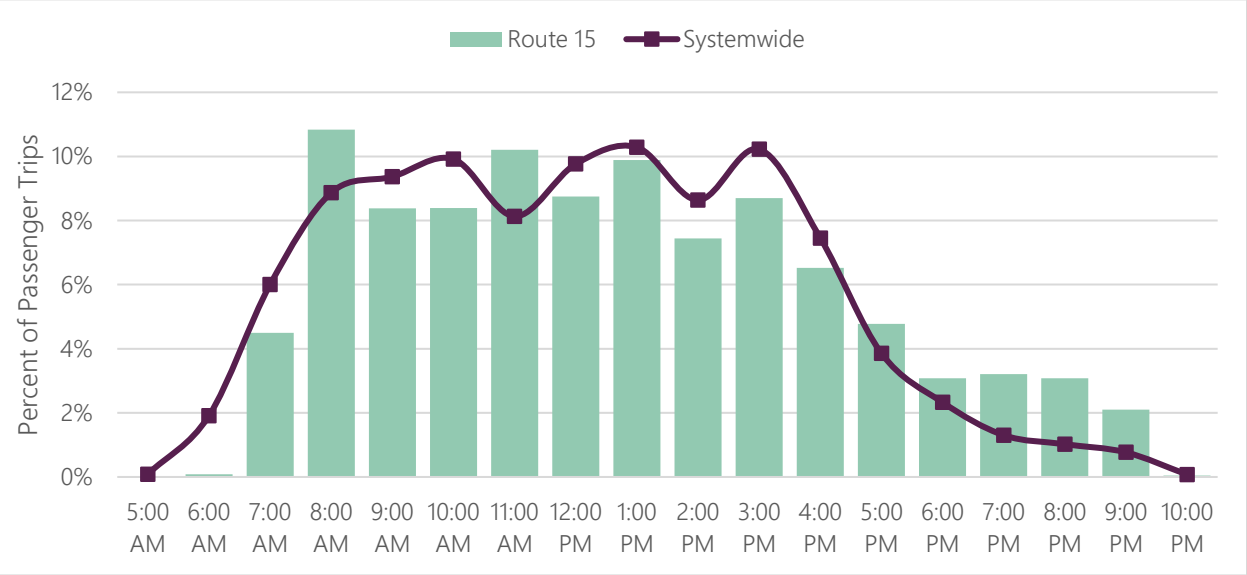
Figure 133: On-Time Performance by Bus Stop Timepoint: Route 12



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

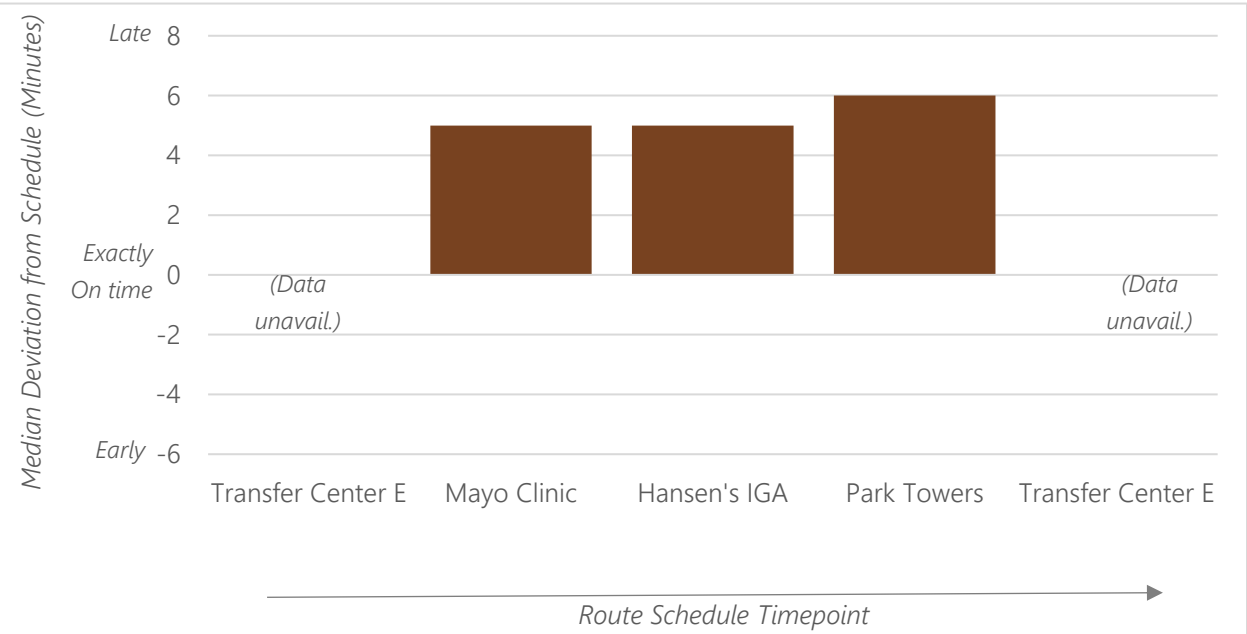
Route 15

Figure 134: Percent of Ridership by Time of Day: Route 15



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

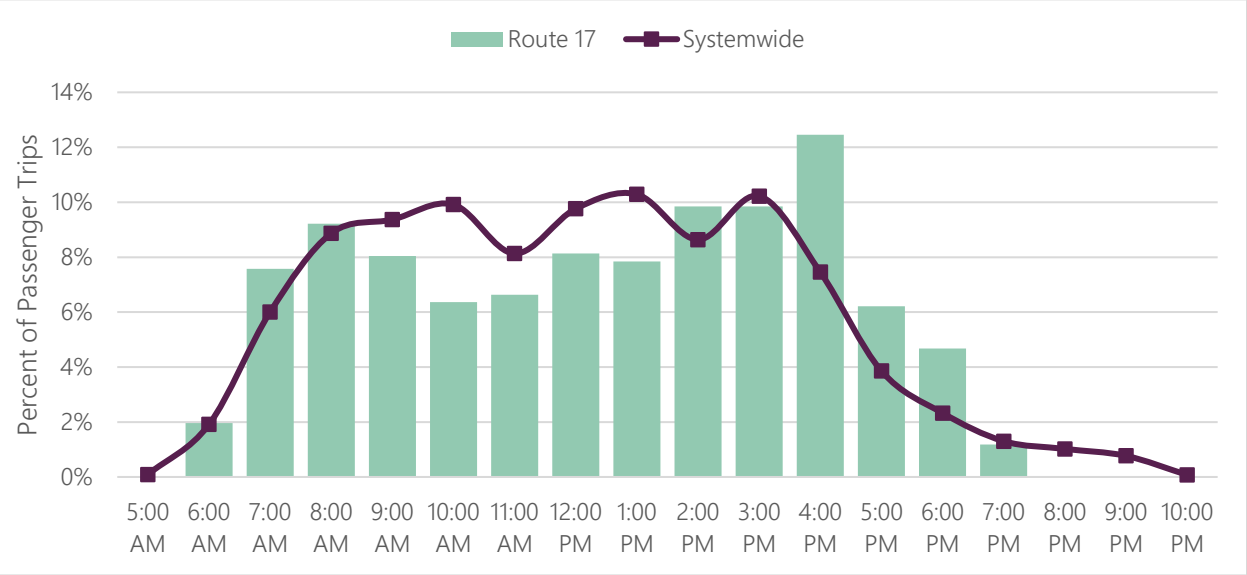
Figure 135: On-Time Performance by Bus Stop Timepoint: Route 15



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

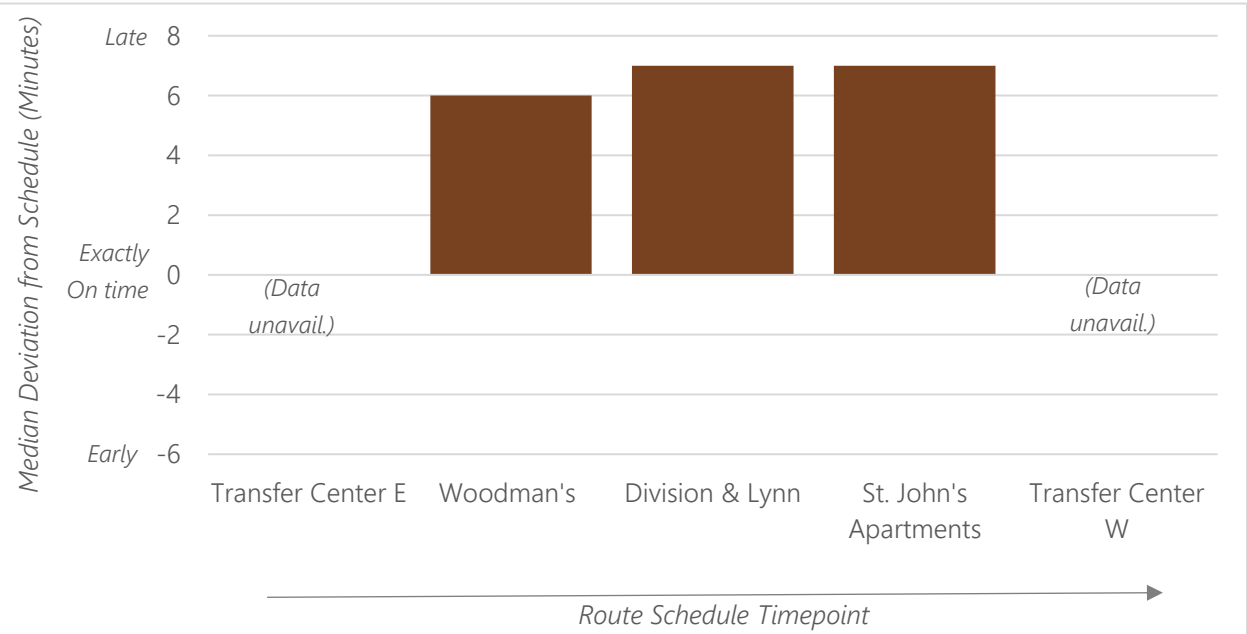
Route 17

Figure 136: Percent of Ridership by Time of Day: Route 17



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

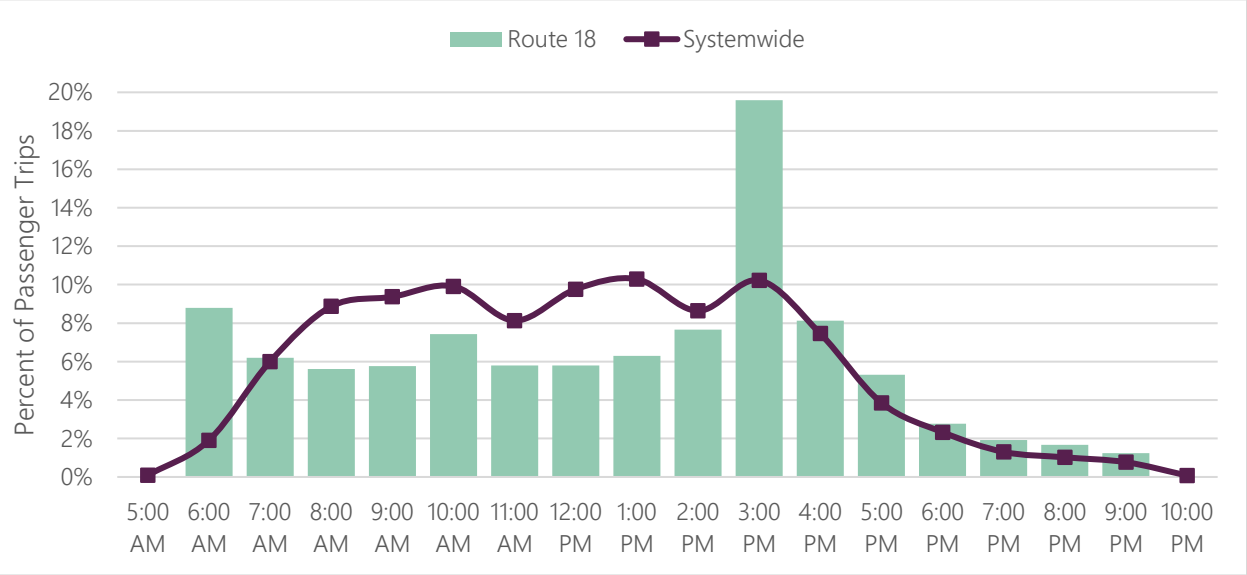
Figure 137: On-Time Performance by Bus Stop Timepoint: Route 17



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

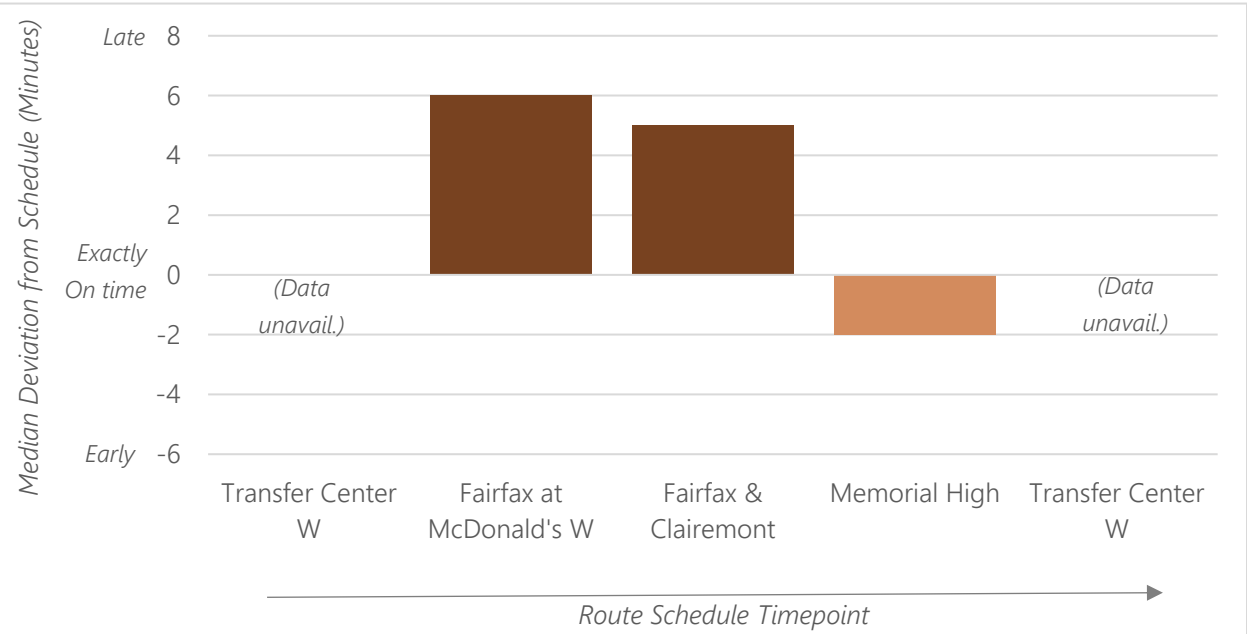
Route 18

Figure 138: Percent of Ridership by Time of Day: Route 18



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

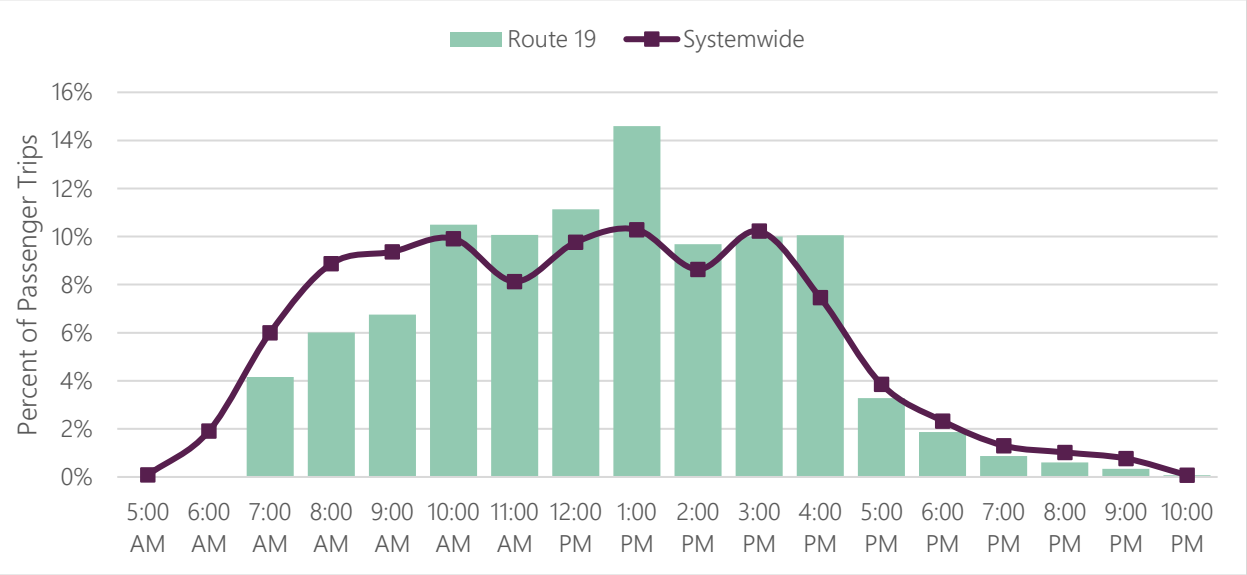
Figure 139: On-Time Performance by Bus Stop Timepoint: Route 18



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

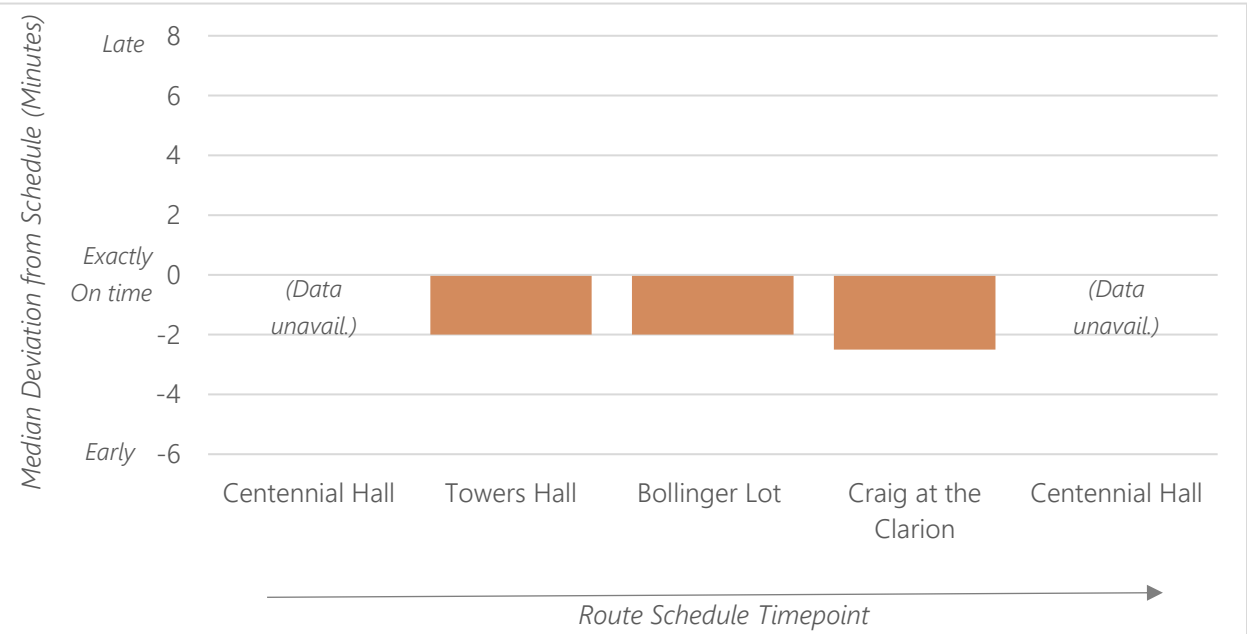
Route 19

Figure 140: Percent of Ridership by Time of Day: Route 19



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

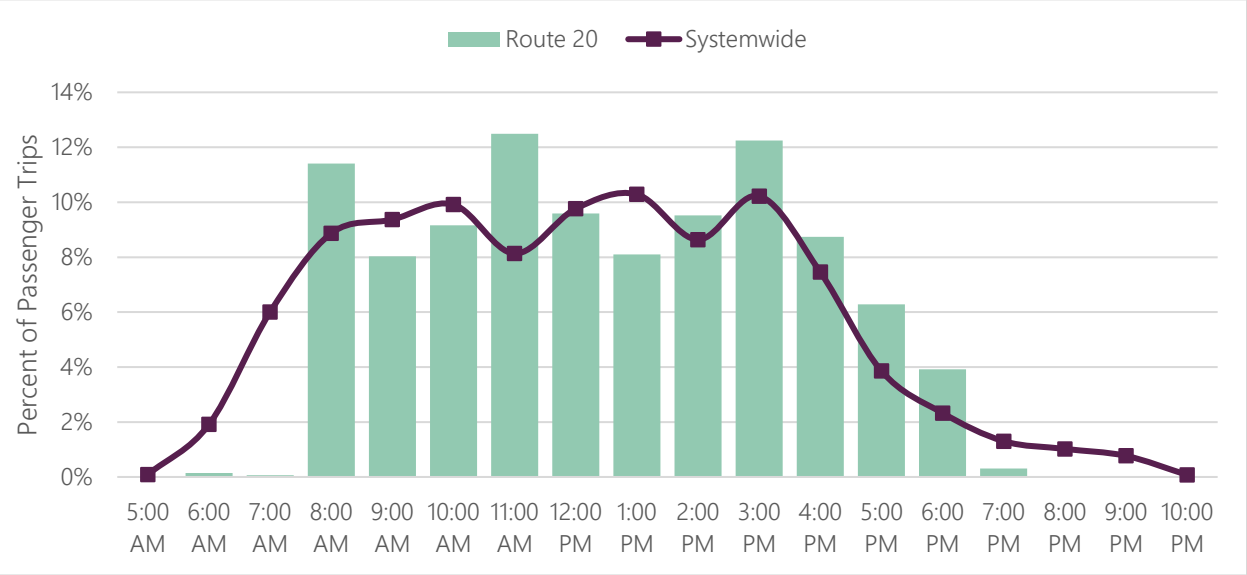
Figure 141: On-Time Performance by Bus Stop Timepoint: Route 19



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

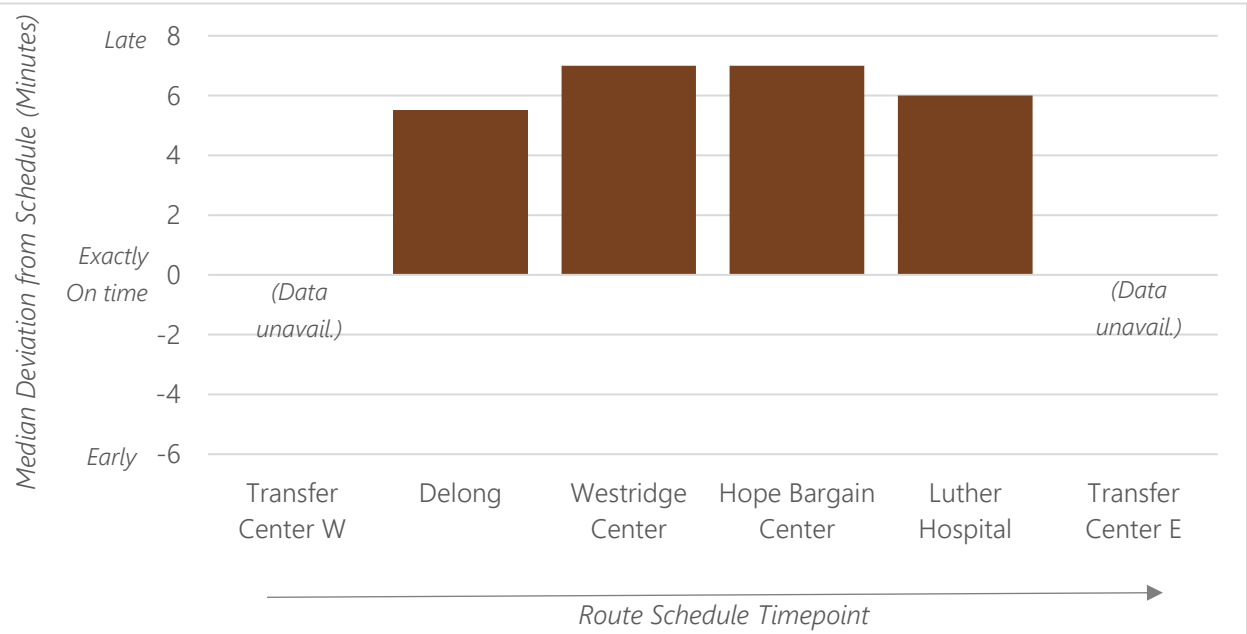
Route 20

Figure 142: Percent of Ridership by Time of Day: Route 20



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

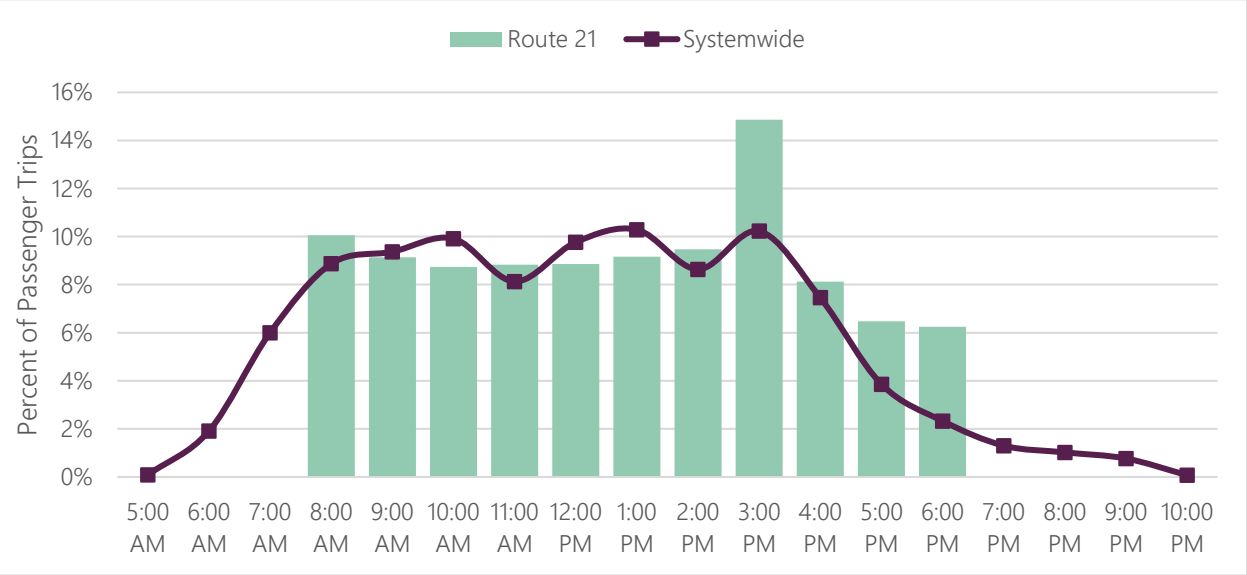
Figure 143: On-Time Performance by Bus Stop Timepoint: Route 20



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

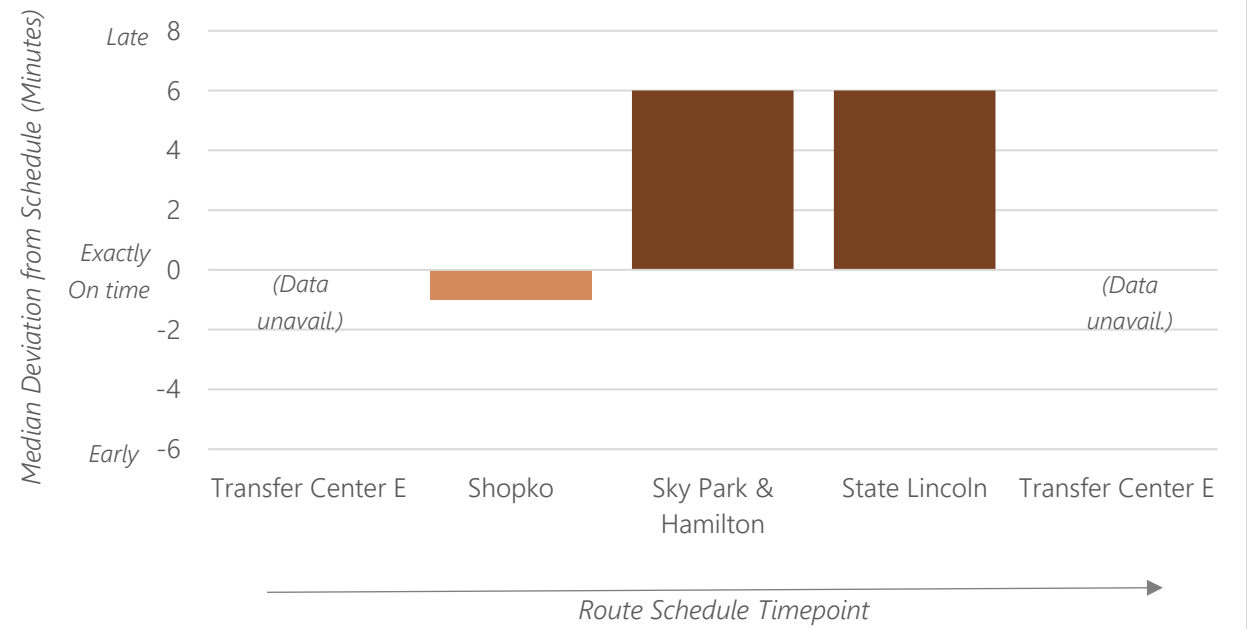
Route 21

Figure 144: Percent of Ridership by Time of Day: Route 21



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

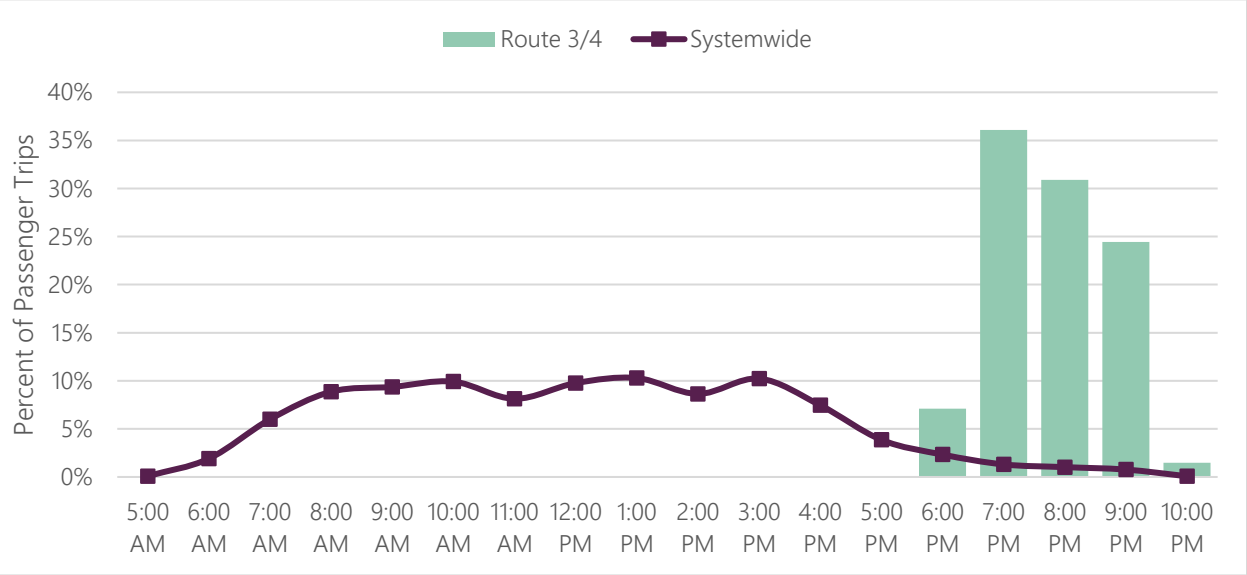
Figure 145: On-Time Performance by Bus Stop Timepoint: Route 21



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

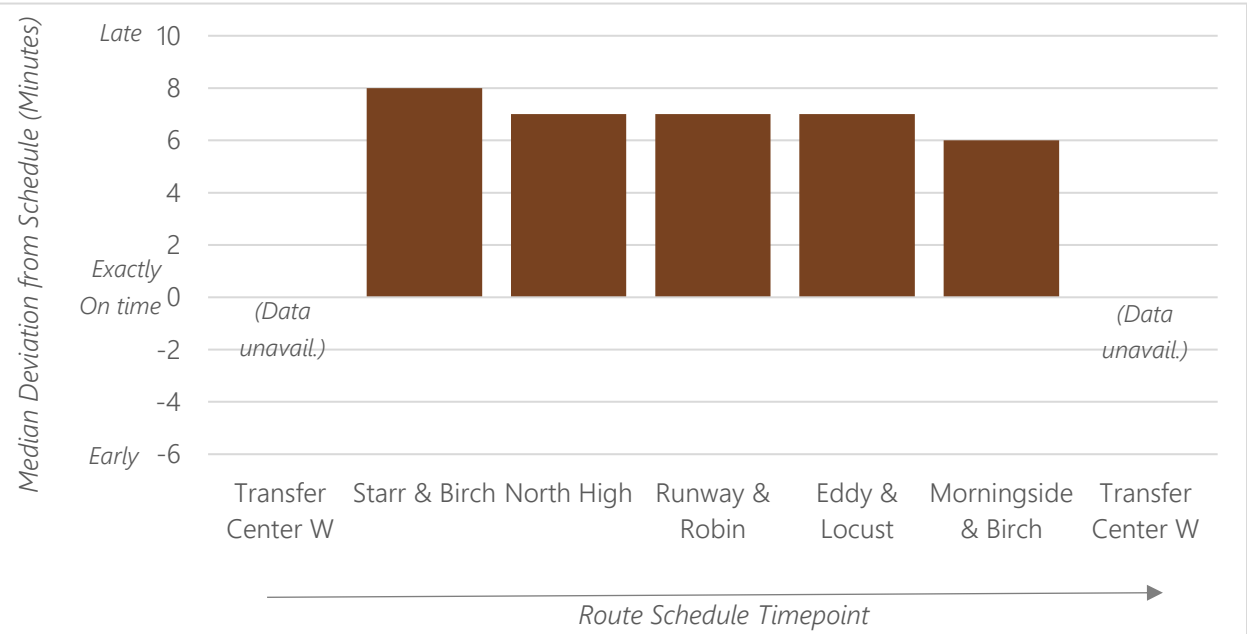
Route 3/4

Figure 146: Percent of Ridership by Time of Day: Route 3/4



Source: Eau Claire Transit. Data from weekdays when UW-Eau Claire was in session, September 2018 through May 2019.

Figure 147: On-Time Performance by Bus Stop Timepoint: Route 3/4



Source: Eau Claire Transit; weekday data from 4/29/19 through 10/26/2019.

APPENDIX B: ON-BOARD SURVEY

The purpose of conducting the on-board passenger survey was to gather information about how the transit system is working for customers, identify areas of need and priorities, and gather demographic information.

The paper version of the on-board survey instrument is shown in Figure 148 and Figure 149. The goals and actual number of returned surveys by route are summarized in Table 81. Response rates by survey questions are shown in Table 82, and open-ended responses are listed in Table 83.

Figure 148: On-Board Survey Questions (Page 1 of 2)

EAU CLAIRE TRANSIT

Passenger Survey

This survey can be completed online at: www.surveymonkey.com/r/ectransit

Help us shape the future of Eau Claire Transit! The City of Eau Claire is developing a plan to guide the transit system over the next five years. Our first step is to better understand how our customers use the bus service, and how it could be improved. Your responses will remain confidential and will not be shared or used for any other purposes. Please return the completed survey to the bus driver. Thank you!

1. Which route are you on? _____

2. Where are you coming from now?

- o Home
- o Work
- o Medical
- o School (K-12)
- o College/Technical School
- o Other
- o Personal/Recreational/Social Activity
- o Shopping
- o Government or Social Service Agency

3. What is the address, cross streets, OR name of the place you are coming from?

Address: _____

Cross Street 1: _____ Cross Street 2: _____

Name of place/Landmark: _____

4. How did you get to the bus stop to board the bus?

- o Walk
- o Bicycle
- o Wheelchair/Mobility device
- o Other
- o Drove
- o Dropped off/ taxi/Uber/Lyft

5. Did you transfer to this route or will you transfer to another route?

- o Yes – which route: _____
- o No

6. Where are you going to now?

- o Home
- o Work
- o Medical
- o School (K-12)
- o College/Technical School
- o Other
- o Personal/Recreational/Social Activity
- o Shopping
- o Government or Social Service Agency

7. What is the address, cross streets, OR name of the place you are going to?

Address: _____

Cross Street 1: _____ Cross Street 2: _____

Name of place/Landmark: _____

8. How will you get to your final destination after you get off the bus?

- o Walk
- o Bicycle
- o Wheelchair/Mobility device
- o Other
- o Drive
- o Picked up/ taxi/Uber/Lyft

9. Do you agree or disagree with the following statements about Eau Claire Transit?

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
o The bus takes me where I need to go					
o Taking the bus is convenient					
o Buses run on time					
o Schedule information is readily available and easy to use					
o I feel safe riding the bus					
o Buses are clean					
o Buses are comfortable					
o Drivers are helpful and friendly					
o It's easy to get to bus stops and board the bus					

10. What would cause you to use Eau Claire Transit more often? Please rank these potential improvements to service, from 1 (most important) to 6 (least important).

___ Shorter wait times between buses (more frequent)
___ Faster service
___ More service in the evenings
___ More service on Saturdays
___ Operate on Sundays
___ Expansion of on-demand transit service (e.g. more like taxi or Uber/Lyft) in select areas/times of day

11. What is the main reason you took the bus today? (Please check only one)

- o Don't drive/have valid license
- o Bus is more convenient
- o Car is not available
- o Better for the environment
- o Bus is more economical
- o Parking is too difficult/ expensive

12. How long have you been riding Eau Claire Transit?

- o Less than 1 year
- o 1 to 5 years
- o Over 5 years

ADDITIONAL QUESTIONS ON THE BACK SIDE

Figure 149: On-Board Survey Questions (Page 2 of 2)

EAU CLAIRE TRANSIT

Passenger Survey

13. How many working vehicles are available in your household?

o 0 o 1 o 2 o 3 or more

14. Could you have used one of these vehicles to make this trip today?

o Yes o No

15. How often do you ride Eau Claire Transit? (Please check only one)

o 5 or more days per week
o 3 – 4 days per week
o 1 or 2 days per week
o A few times per month
o Less than once a month
o This is my first time

16. How long do you typically spend on the bus during a typical trip?

o Less than 5 minutes
o 5 to 10 minutes
o 10 to 20 minutes
o More than 20 minutes

17. Has transportation ever been a barrier to you seeking or keeping a job?

o Yes – if yes, how: _____
o No

18. Do you consider yourself to have a disability that limits your mobility?

o Yes o No

19. Do you own a smart phone or other Internet-connected mobile device?

o Yes o No

20. What is your age?

o 17 or under
o 18 to 24
o 25 to 34
o 35 to 44
o 45 to 54
o 55 to 64
o 65 or over

21. What is your gender?

o Male
o Female
o Non-binary/third gender
o Prefer not to answer

22. What is your student status?

o Not a student
o K-12 grade student
o UWEC student
o CVTC student
o Other vocational/technical/trade school student

23. What is your race or ethnicity? (Select all that apply)

o Black/African American
o White/Caucasian
o Hispanic or Latinx
o Asian or Pacific Islander
o Native American
o Other

24. What is the combined annual income for your household?

o Less than $15,000
o $15,000 to $29,999
o $30,000 to $44,999
o $45,000 to $59,999
o $60,000 to $74,999
o $75,000 to $99,999
o $100,000 or more
o Unknown/Prefer not to answer

25. How else could Eau Claire Transit services be improved?

End of Survey

Thank you for completing this survey! Your input is important to Eau Claire Transit! List your email address or phone number below for a chance to win a $20 gift card.*

26. What is your email address?

_____

27. What is your phone number?

_____

*Email addresses and phone numbers will ONLY be used to contact the winner; Eau Claire Transit will NOT share your email address or use it for any other purpose.

ADDITIONAL QUESTIONS ON THE BACK SIDE

Table 81: Survey Response by Route

Route	Survey Sample Goal	Surveys Collected	Percent of Goal
1	35	36	103%
2	10	10	100%
3	20	18	90%
4	10	21	210%
5	10	17	170%
6	20	27	135%
7	10	14	140%
8	20	25	125%
9	50	68	136%
12	10	11	110%
15	10	26	260%
17	10	13	130%
18	20	26	130%
19	50	84	168%
20	10	10	100%
21	10	9	90%
¾	10	4	40%
Evening Routes	25	31	124%
Total	315	419	133%

Note: Seven respondents did not answer question 1, which asked the route number of the trip; evening route statistics not included in the totals.

Table 82: On-Board Survey Response Rate by Question

Question	Valid Responses	Survey Responses	Response Rate
Q1 (Route)	419	426	98%
Q2 (Night Route)	419	426	98%
Q3 (Purpose Origin)	416	426	98%
Q4 (Origin)	379	426	89%
Q5 (How arrive)	416	426	98%
Q6 (Transfer)	402	426	94%
Q7 (Purpose Destination)	411	426	96%
Q8 (Destination)	369	426	87%
Q9 (How depart)	409	426	96%
Q10 (Bus reason)	401	426	94%
Q11 (Vehicles in HH)	382	426	90%
Q12 (This trip)*	219	220	99.5%
Q13 (How long riding ECT)	398	426	93%
Q14 (How often)	371	426	87%
Q15 (How long trip)	372	426	87%
Q16 (Agree/disagree)	408	426	96%

Question	Valid Responses	Survey Responses	Response Rate
Q17 (Barrier)	366	426	86%
Q18 (Rank improvements)	350	426	82%
Q19 (Comments)	145	426	34%
Q20 (Disability)	348	426	82%
Q21 (Smartphone)	351	426	82%
Q22 (Age)	355	426	83%
Q23 (Student)	348	426	82%
Q24 (Race/ethnicity)	351	426	82%
Q25 (Gender)	352	426	83%
Q26 (Income)	336	426	79%

Note: *Question 12 was conditional on the answer in question 11.
Questions 27 and 28 asked for a phone number and email for the gift card drawing, excluded for confidentiality.

Table 83: On-Board Survey Open-Ended Responses, Question 19

#	Question 19 – How Else Could Eau Claire Transit be Improved?
1	Stop at North Shore Dr.
2	Routes on maps are hard to read. Too hard to distinguish. More convenience to Centennial Hall when school is in session.
3	Not at all. EC transit continually exceed expectations
4	Make the city or property owner shovel out bus stop at/or sidewalk
5	Go further out and Holidays and Sundays
6	More buses on Saturdays and running on Sundays
7	Having more stops
8	Transport to most enjoyable adjoining towns
9	SEAT BELTS
10	Having bus service on Sundays so I can get to work better
11	To have buses on a Sunday for people to be able to go to work and stuff like that
12	Service on Sundays
13	More buses, faster, take us home more closer
14	More shelters at more bus stops, have bus stops better lit for seeing people at them at night. Bathrooms at transfer center for riders.
15	More services on Saturdays. Benches at all bus stops for people with back issues or leg issues
16	More bus shelters. Run a little longer on Saturday. Some buses on Sundays. I love the bus. Some bus drivers are so friendly. They make my ride so enjoyable.
17	Bus routes on Sundays. Buses that run later on Saturdays. More evening buses (especially for alcohol)
18	More service to outer parts of town Westside more shelters
19	Better weekend services
20	Run on Sundays
21	Longer on Saturdays and busses on Sundays
22	Just one hour longer on Saturdays
23	Should be able to transfer at any location in city, not just at the transfer station. Also, from MacArthur Ave to Stein Ave, there is only one bus stop. There should be 3 between those two streets. Also, transfers should remain valid for up to 3 hours.
24	Be more relevant/appealing to the young professional and service community. Losing riders because of weird hours, routes and out read. This is such an eco-community there is no excuse for poor ridership.
25	Little longer hours on Saturday

#	Question 19 – How Else Could Eau Claire Transit be Improved?
26	- Internet works (it never works) - More friendly Staff - Security knowing rates - Double map more reliable - Cleaner buses - more city council members riding
27	Altoona bus could go further into Altoona, but people could maybe help more.
28	No comment
29	More business involvement throughout city
30	Drivers are very cautious of passengers needs to get to destination
31	keep passes open til last busses leave
32	More buses on weekends
33	Longer service Saturday. Bus service on Sunday
34	More locations by Menards or areas not currently served and not stopping the half hour stops. Allow card fair pay
35	Run on Sunday
36	Additional reach outside central EC would be nice. More frequent service, improved app. reliability (double mat doesn't always show buses), later service and Sunday service.
37	Sunday and Saturday services
38	Run on Sundays
39	Additional time for survey questions, ie. Compensation for filling out a survey would be nice.
40	The buses NEED TO WAIT FOR ALL buses. I can't count how many times I got off my bus and find out my "transfer" is now useless. Resulting in me having to pay TWO fares. please make sure they have ALL the passengers.
41	Bus stop on Deveny and 3rd Or something?
42	new transfer station
43	Service is excellent no complaints here
44	Please keep Altoona route and hours the same. Perhaps a different bus for the Devrey Area.
45	We need more stops in Altoona. Div and Bart. are too far to walk.
46	Perhaps a secondary bus during the winter bad roads, snow, etc. Keep Altoona route and hours the same and no changes.
47	Sunday Routes
48	More drivers!
49	Night time buses Sundays
50	The website often doesn't show appropriate times.
51	Transit services are fine as they are.
52	I would like to see the bus route to come out to Hillcrest Estate apt. building next to Hillcrest. Also, I have by golf course in 12. Just more routes in Altoona. I have a person that lives with that would use the bus since he cannot drive. Lost his leg.
53	More schedules available - always out. Sunday run times! THE WIFI NEVER, EVER, EVER WORKS (always connected, no internet)
54	Closer to work
55	Better website listing times for more stops per route
56	Try offering flex-start times to get people to start taking bus :). Note: I started taking the bus again after my car battery died. The car is fixed now, but the bus is so eco-friendly. I'm trying to work it into my schedule. The bus app. on my phone is great for taking the anxiety out of the process.
57	Just make sure they are on time (all buses)
58	Would smaller buses be more economic for the city? There are often 6 people on the bus. Regarding #3, I chose to walk to the transit center for bus ride home.
59	Sunday services to get to job, doctor appointment and shopping. Otherwise, I have to call a cab.
60	I believe the transit station is very helpful
61	- WIFI- More buses on Sundays and Saturdays and the hours open more
62	Sundays from am through 5 PM
63	Later service Saturdays (10PM) and Sundays (8AM-6PM)

#	Question 19 – How Else Could Eau Claire Transit be Improved?
64	Unsafe near Kwik Trip. Works well. No changes.
65	to gee honest the buses are a little crowded but they are very efficient, there isn't much to improve on the only thing was probably time efficiency.
66	Open in weekend service for route 2
67	Run on Sundays
68	Pay drivers more and stop wrecks in Altoona
69	All day service on Saturday and Sundays
70	More frequent stops like more mall bus.
71	Let it run longer on Saturday. Let it run a Saturday time on Sundays. Some of the drivers are not friendly and they let some customers get away with breaking rules
72	Place to store bags with groceries. A couple of seats for small children next to adult seats for parents
73	Routes that would go further
74	Run 24/7 for people with 2nd and 3rd shift jobs-also for church goers
75	- Look at a riders' view point. If you work 3rd shift or Sundays and no buses running, it stops you from getting that good job or to church you wouldn't be very happy right. 3/4 of Eau Claire depend on the city bus. Especially the disabled.
76	1. Placing/posting detours at bus stop 2. Making sure bus stop signs are replaced after road improvement (requiring their removal) are completed 3. Answering faxes sent to EC Transit office. 4. More bus shelters and benches at bus stops.
77	Make passengers the priority rather than time schedule (within reason) If someone is running, flagging down the bus, please stop. Also, just come at the SAME TIME everyday. NO running early.
78	Excellent for the first time. Drivers did great with icy conditions this AM!
79	Expand service to more big job locations example, Menards
80	Don't see no need for improvements
81	Get newer buses. No Sunday service
82	Run-on Sundays and later in the evenings during the week.
83	More drivers, routes and Sunday service
84	More bathrooms
85	- Would like shelters at bus stops in the Winter. - Fix noisy buses.
86	If possible, service on Sundays would be a huge help. My fiancé and I both work on Sundays and would save us a lot of time and money if we could ride the bus that day.
87	Run-on Sundays and later on Saturday evenings
88	At transfer watch for smokers needing to stay at designated places.
89	None
90	- Running on Sundays - Wanted to mention how professional and kind your drivers are!
91	Go back to selling silver-coloured tokens
92	Hours and bus stops
93	Have Sunday Routes
94	Happy with all the improvements to services
95	Do a great job!
96	24 Hour walkable for people who work overnight.
97	Sometimes the buses will make an extremely long stop at the station downtown - if any of us have somewhere to be, and the buses are constantly alternating routes, making the times slightly unpredictable, it's difficult to rely on the bus for transportation if we don't have cars.
98	More waiting areas with place to sit and be covered if it rains
99	Music on the buses (quiet) Cheaper prices more routes Earlier run times
100	Be more on time
101	Have buses on Sundays

#	Question 19 – How Else Could Eau Claire Transit be Improved?
102	- New transfer center - Reliable with buses - Transit available to major cities (i.e. Greyhound downtown or lightrail to MSP/Madison
103	Really good now. No Complaints.
104	More route
105	More Transfer Spots
106	Clearer schedule
107	Have more buses running during the times of 9-10 am
108	Have a better app to track busses
109	I'm a security guard at the Transfer Center; we need outlets, a stronger police presence to ticket car's driving through bus lanes, and someone to talk to regarding routes (I do a lot of directing)
110	Have some routes run on Sundays, throughout the daytime
111	Compensation for completion of survey(s) with opportunity for more survey questions.
112	I've been using for a year as a student and I've been managing fine.
113	Having the buses run more hours on Saturday
114	You should really spread out your routes, having three buses stop at the same but stop makes absolutely no sense.
115	N/a
116	I know there's a driver shortage right now so I'm not sure much can be done. Sunday service would be the best improvement as it then gives me a way to get to my second job at BAM so my husband can take out of town trips.
117	Sunday services would be nice. Expanding to Hallie, and places like fleet farm. Earlier & later buses.
118	Better wifi on the buses
119	Please, PLEASE, make them available on Sundays, it would greatly benefit those who use the bus system!!
120	Update/Improve the double map app
121	Double map is confusing
122	Less crowded buses
123	It’s already pretty good
124	None
125	More buses running the same route
126	More ecofriendly/ecobuses!
127	Better wifi
128	Have the bus number match up with the app more accurately
129	NA
130	Having the nine bus or other buses that are busy to go in both directions on the route to cause less congestion
131	Just more buses during the busiest times of the day
132	Overall they do a wonderful job! There are a few bus drivers who get quite angry while driving and will curse or get angry with other drivers which can sometimes make me feel uncomfortable on the bus- but also, I understand that they are human and deserve to express their emotions so I don’t fault them for that and it will not impact my decision of whether or not to take the bus :)
133	I think they’re great so far
134	More buses for the university stops
135	The only problem I have with the bus system is the timing. Sometimes the bus drivers leave before the scheduled time. It is a bit frustrating to see multiple buses leave for the Water street route before one goes to Stein route. The same is likely true when most go to Stein instead of water.
136	Make the double map app more reliable
137	The DoubleMap app can sometimes out of sync with the busses, or just not show a bus.
138	Better advertising
139	N/A
140	More buses to the university early in the morning 7:30am-8:30am , I can never get a bus for my 8:30am class at around 8:10 am ish

#	Question 19 – How Else Could Eau Claire Transit be Improved?
141	Drop off my more halls
142	longer in Saturday's!!! and on Sunday's
143	Access to more destinations
144	it would be great if there would be buses on Sundays and more buses on Saturdays because that's the only way that we can get to work and it limits the amount of hours we can work

APPENDIX C: COMMUNITY SURVEY

Community surveys – distributed to transit riders and non-riders alike – help establish the value a community places on transit services and can provide insight for guiding future investments. The community survey addressed transit use, future travel patterns, and overall interest and willingness to support additional transit services in the community.

The paper version of the community survey instrument is shown in Figure 150 and Figure 151. Response rates by survey question are shown in Table 84, and open-ended responses are listed in Table 85 through

Table 87.

Figure 150: Community Survey Questions (Page 1 of 2)

EAU CLAIRE TRANSIT

Community Survey

This survey can be completed online at: www.surveymonkey.com/r/ectransitcommunity

Help us shape the future of Eau Claire Transit! The City of Eau Claire is developing a plan to guide the transit system over the next five years. Our first step is to better understand how the community uses Eau Claire Transit, and how it could be improved. Your responses will remain confidential and will not be shared or used for any other purposes. Please return the survey to a staff person. Thank you!

1. Do you or anyone in your household use Eau Claire Transit on a regular basis?

o Yes o No (Skip to Question #4)

2. If yes, how often?

o Daily o Occasionally
o A few times a week

3. When using Eau Claire Transit, what is your usual trip purpose? (Select all that apply)

o Work
o Medical
o School (K-12)
o College/Technical School
o Other
o Personal/Recreational/Social Activity
o Shopping
o Government or Social Service Agency

4. If you do not use Eau Claire Transit, what are the reasons discouraging you from doing so? (Select all that apply)?

o Not available where I live/work
o Not convenient
o Other:_____
o Too slow
o Prefer other modes of transportation

5. What condition(s) might make you reconsider using transit in the future? (Select all that apply)?

o Increase in gas prices
o Increase in parking costs
o Service improvements
o Better information
o Nothing
o Other: _____

6. Do you agree or disagree with the following statements about Eau Claire Transit?

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
o It is important for the community to provide public transit					
o Transit contributes to the economic health and sustainability of the Eau Claire area					
o Transit contributes to quality of life in the Eau Claire area					

7. How well does Eau Claire Transit service meet travel needs in the community?

	Not very well	Meets only basic needs	Very well
o For people who rely on transit?			
o For commuters?			
o For students?			
o For visitors?			

8. What would cause you to use Eau Claire Transit more often? Please rank these potential improvements to service, from 1 (most important) to 6 (least important).

___ Shorter wait times between buses (more frequent)
___ Faster service
___ More service in the evenings
___ More service on Saturdays
___ Operate on Sundays
___ Expansion of on-demand transit service (e.g. more like taxi or Uber/Lyft) in select areas/times of day

9. Do you consider yourself to have a disability that limits your mobility?

o Yes o No

10. Do you own a smart phone or other Internet-connected mobile device?

o Yes o No

11. Where you do you live? Please list the address, cross streets, OR neighborhood/landmark?

Address: _____

Cross Street 1: _____ Cross Street 2: _____

Neighborhood/Landmark: _____

12. Where do you work? Please list the address, cross streets, OR name of your primary workplace?

Address: _____

Cross Street 1: _____ Cross Street 2: _____

Business/Landmark: _____

ADDITIONAL QUESTIONS ON THE BACK SIDE

Figure 151: Community Survey Questions (Page 2 of 2)

EAU CLAIRE TRANSIT

Community Survey

13. What is your age?

- o 17 or under
- o 18 to 24
- o 25 to 34
- o 35 to 44
- o 45 to 54
- o 55 to 64
- o 65 or over

14. What is your race or ethnicity? (Select all that apply)

- o Black/African American
- o White/Caucasian
- o Hispanic or Latinx
- o Asian or Pacific Islander
- o Native American
- o Other

15. What is your gender?

- o Male
- o Female
- o Non-binary/third gender
- o Prefer not to answer

16. How many working vehicles are available in your household?

- o 0
- o 1
- o 2
- o 3 or more

17. What is the combined annual income for your household?

- o Less than $15,000
- o $15,000 to $29,999
- o $30,000 to $44,999
- o $45,000 to $59,999
- o $60,000 to $74,999
- o $75,000 to $99,999
- o $100,000 or more
- o Unknown/Prefer not to answer

18. Are you a student, faculty, or staff at UWEC?

- o Yes (Please answer Questions #20 through #25)
- o No

19 Are you the parent or guardian of a K-12 student enrolled in the Eau Claire Area School District?

- o Yes (Please answer Questions #21 through #25)
- o No (Please skip to Question #26)

UWEC & K-12 Parent Questions

20. What is your relationship to UWEC?

- o Student living on-campus
- o Student living off-campus
- o Faculty
- o Staff
- o Other

21. What level of schooling is your child(ren) enrolled in?

- o Kindergarten/Elementary School
- o Middle School
- o High School
- o No children

22. How often do you/they ride Eau Claire Transit? (Please check only one)

- o 5 or more days per week
- o 3 – 4 days per week
- o 1 or 2 days per week
- o A few times per month
- o Less than once a month
- o Never (Skip to Question #26)

23. Which routes do you/they use most often?

o _____ o _____ o _____ o _____

24. Do you agree or disagree with the following statements about Eau Claire Transit?

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
o The bus takes me/my children where I/they need to go					
o Taking the bus is convenient					
o Buses run on time					
o Schedule information is readily available and easy to use					
o I feel safe (having my children) riding the bus					
o Buses are clean					
o Buses are comfortable					
o Drivers are helpful and friendly					
o It's easy to get to bus stops and board the bus					

25. What would cause or enable UWEC students and/or enable your child(ren) to ride Eau Claire Transit more often?

_____

_____

_____

End of Survey

Thank you for completing this survey! Your input is important to Eau Claire Transit! List your email address or phone number below for a chance to win a $20 gift card.*

26. What is your email address?

_____

27. What is your phone number?

_____

*Email addresses and phone numbers will ONLY be used to contact the winner; Eau Claire Transit will NOT share your email address or use it for any other purpose.

ADDITIONAL QUESTIONS ON THE BACK SIDE

Table 84: Community Survey Response Rate by Question

Question	Valid Responses	Survey Responses	Response Rate
Q1 (Household transit use)	409	412	99%
Q2 (How often)*	162	164	99%
Q3 (Trip purpose)*	162	164	99%
Q4 (Why not)*	231	245	94%
Q5 (Concerns)*	231	245	94%
Q6 (Agree/disagree)	358	412	87%
Q7 (Service needs)	343	412	83%
Q8 (Rank improvement)	334	412	81%
Q9 (Mobility)	334	412	81%
Q10 (Smartphone)	334	412	81%
Q11 (Where do you live)	291	412	71%
Q12 (Where do you work)	216	412	52%
Q13 (Age)	332	412	81%
Q14 (Race/ethnicity)	330	412	80%
Q15 (Gender)	329	412	80%
Q16 (Vehicles)	332	412	81%
Q17 (Income)	327	412	79%
Q18 (UWEC)	338	412	82%
Q19 (UWEC relationship)**	79	79	100%
Q20 (UWEC how) often)**	79	79	100%
Q21 (UWEC which) route)**	52	53	98%
Q22 (UWEC agree/disagree)**	53	53	100%
Q23 (UWEC comments)**	27	53	51%
Q24 (K-12)	338	412	82%
Q25 (K-12 level)***	58	64	91%
Q26 (K-12 how often)***	63	64	98%
Q27 (K-12 which route)***	26	33	79%
Q28 (K-12 agree/disagree)***	30	33	91%
Q29 (K-12 comments)***	17	33	52%

*Questions 2 – 5 were conditional questions based on the answer on Question 1.
**Questions 20 & 21 were conditional questions based on the answer on Question 18, Questions 21 – 23 conditional on Question 20.
*** Questions 25 & 26 were conditional questions based on the answer on Question 24, Questions 27 – 29 conditional on Question 20.
****Questions 30 asked for the phone and email for the gift card drawing, excluded for confidentiality.

Table 85: Community Survey Open-Ended Responses, Question 4

#	Question 4 – Non-Users, What are Reasons Discouraging You from Taking Transit? – Other: Open-Ended Responses
1	Living in Eastridge Estates. There are some who wish to take the bus but find it too far to walk. Could it possibly stop in the large parking lot on Fairfax, down the street from Walgreens, across from CCF Bank?
2	Don't live here
3	other than work most of my trips are short. I have considered using it for work but there are times I am working and would miss the bus.
4	have a car
5	Own an auto
6	Doesn't run the right time of day
7	Like going from point a to point b on my schedule, it is faster
8	I desire freedom to travel as I wish. I don't mind to offer some minimal service at prices that cover most of the expense, but I sense you are running empty buses across the city. People in need can use Uber, taxis, friends, etc. For those this is too expensive, perhaps we offer some smaller sized bus services at rates that cover hopefully most of the expense. I see this as a big waste of $ and a reason our property taxes are some of the highest in the country
9	Doesn't cover where I live or the times needed for my kids to get to/from work
10	Nearest bus is 6 blocks away
11	My goal is roughly Fairfax, to upper campus,..2.2 miles. Taking a bus would bring me all the way downtown, and back up to upper campus,, one hour worth of time for 2.2 miles? A 7 minute drive??
12	Too confusing and struggle to figure out when and where the bus is supposed to be.
13	I own a vehicle
14	Person w/disability, unable to access because there is no sidewalk to arrive at bus stop
15	We are interested in having my daughter use it for coming home from school but haven't tried it yet.
16	Disabled so grocery shopping and bag carrying would weigh too much for me to carry
17	I don't want to take a bus downtown to take another bus somewhere else
18	I don't understand how the bus routes work. Years and years ago when gas prices were at their highest, I called the transit center to get help mapping out a route for me. I wasn't given help and quite frankly the person on the other side was rude. She told me she didn't have time to explain to me how the busses work. I know how busses work, I just needed help mapping out the best route for me from point a to point b.
19	Confusing
20	need for handicapped services
21	Own a car.
22	Former EC resident, now living in Twin Cities. Use ECT when visiting, however.
23	Waiting in the cold sucks
24	Stops running too early
25	Does not come to the area I live in.
26	I start work at 7 am and there is no bus service that early. Many I work with say they would use the bus if they could get to work for the 7-3 shift.
27	I do use in winter, but once an hour service is too slow on a regular basis
28	Feels dirty
29	I have a car.
30	not available when I would use it - nights and Sundays
31	I live off Stein and work on W. Clairemont, would have to go to transfer station to get back out to Westridge area, not practical
32	Own a truck
33	not sure if you can pay cash for an occasional trip
34	Huge waste of taxpayers dollars. Should raise prices to cover it's own costs
35	Cost is too much
36	Limited knowledge about options, intimidating for someone who didn't grow up with it available, would like options to be shared more through community communication (I.e. newsletters)

#	Question 4 – Non-Users, What are Reasons Discouraging You from Taking Transit? – Other: Open-Ended Responses
37	Need to pick up or drop off child at daycare
38	Too long to get anywhere
39	I heard that you can no longer buy a ticket on the bus so I don't know where to go to get a ticket.
40	Doesn't run on Sundays - frequency between buses is long
41	Scared it won't be safe for single lady
42	Have our own vehicles
43	I cannot bring my dog to work on transit
44	Commute to Eau Claire from Chippewa
45	Confusing
46	Not the right time
47	Live in walking distance of everything
48	I am new and don't know how it works
49	I work from home. Parking downtown is terrible.
50	I'm not in need of transportation.
51	Easy to get everywhere I need to go on my bike.
52	not sure the routes, times it runs, etc.
53	Don't know how
54	I like walking
55	Need a vehicle for my job
56	I am required to drive/do home visits for my job to meet with people who have barriers to transportation
57	I have my own vehicle
58	Drive my own car. Have used transit when car was not in running condition
59	I do not live in EC

Table 86: Community Survey Open-Ended Responses, Question 23

#	Question 23 – UWEC Bus Riders: What Would Enable UWEC Students to Ride More Often?
1	More accurate arrival times
2	Service on Sunday's or later times during the weekdays/ends
3	Faster less convoluted routes between campus and major shopping/entertainment destinations
4	Later service, more frequent buses in morning especially during winter
5	Start bus earlier. There are a lot of us who start before 7:45. Just in my area there are about 5+ that start by 7.
6	n/a
7	Plenty of students ride already. Most faculty/staff do not because buses to neighborhoods where employees live don't exist or are very limited. I've experienced buses being off schedule to the point that a whole route is skipped; thinking a bus is coming but they suddenly say their route is done and I have to get off downtown & wait for another bus; buses getting off schedule with the Water-to-Stein switch so there are 3 buses in a row that end up doing Stein and none that do water street, meaning an unexpected 45 min wait time; buses not being on schedule while also not turning their tracker on for the app so one is never sure one is actually coming or not. I realize you have limited funding, but all the above issues are UNHEARD of in Madison. It very often feels like a crapshoot whether I get a bus or not, and when I really want to guarantee being able to get to an appointment on time I have to drive instead. I would not recommend relying on it for faculty/staff unless you happen to live very close to campus and have backup transportation for the above issues I've mentioned.
8	more pickup times (more buses in general) during the day and definitely more in the evening. It usually takes me an hour to get home from class in the evenings because of the massive wait time for buses, and if you miss the bus that time almost doubles
9	More service in the evenings and on weekends
10	I think the biggest hindrance to bus ridership is people not knowing how to ride, where the stops are, and the pickup/drop off times. I think this basic info needs to be provided at the stops themselves on printed signs, that way people can see the information. Even if people walk by the stop with no intention to ride at the time, they may be more inclined to use it when they might need it or for convenience.
11	Less smokers riding/ hobos
12	I don't know; I already ride it pretty much constantly so there's not much that could make me ride it more.
13	More frequent service
14	Better information, increased service
15	More stops around the university and more frequent service
16	DONT CHANGE ROUTES
17	Have more 19 busses run, and run longer than 5 pm
18	Not sure
19	If routes did not change mid route.
20	Bigger buses and more comfortable
21	Wider range of routes
22	More frequent buses. Waiting an hour for the next bus is too big of a time sink
23	More frequent evening transit
24	Making buses more frequent & running later at nights to prevent students from drinking and driving.
25	A need to venture off campus
26	Have at least a few buses run on a Sunday
27	More routes and times

Table 87: Community Survey Open-Ended Responses, Question 23

#	Question 29 – K-12 Students & Parents: What Would Enable K-12 Students to Ride More Often?
1	schedule routes near middle and high school closer to the start times and discharge times
2	If time between buses was shorter. Other information: People on the bus are rude and do not let students sit down. They take up two seats and don't offer others to sit down. This is a problem.
3	Veteran passes for Vet and family members to Minneapolis, MN transit system
4	No room to sit on the bus
5	Newer busses, less wait time for the next bus to come
6	Sunday services. More bus stops in residential areas. Evening rides. More lines that are more direct from place to place so kids can take bus alone without having to switch lines on a trip.
7	More options of routes, the north side route on Saturdays is ridiculous-it takes two hours to get from my house to where I work on Saturdays. I could be in Minneapolis in that same timeframe. Extend to later in evenings especially on Saturdays and add routes to Sunday's. Maybe have smaller buses to service routes that don't have high numbers of passengers. I believe if changes are made, more people will use the service. Most people I know say it's confusing and a hassle.
8	Drop off at South Middle School between 7 & 715am. My kids cannot rose the bus to school, as it drops off at 729 and school starts at 730am.
9	More evening availability. Shorter waits. Higher quality buses with a restroom available.
10	Cheaper price of pass for K-12 students.
11	More pickup and drop spots. You used to be able to get picked up our dropped on just about any corner now I have to find a designated pickup spot it has made me stop using the bus sometimes you have to walk for a while now after getting off the bus.
12	The transit system has needed to expand both in service area and times for YEARS. It is not a public bus when UWEC boasts that it is the primary funding source and reason for the bus in the EC area. Folks who would utilize the bus cannot, because there is no bus when or where they need it. Forcing survey respondents to prioritize areas of need across things that all need to improve is a poor way of placing a band-aid over a severed limb. I have children who rely on the bus, especially when weather impacts the commute, to get to their destinations on a regular basis. Teaching them how to cobble the system to take advantage of seasonal college provided routes should not be a conversation I need to have in 2019. We are a growing community stagnated, in part, by our lack of robust public transport infrastructure.
13	more service - better weekend hours
14	Later at nights and on Sunday,
15	More busses on weekends
16	My middle school son takes the bus home frequently after school and both he and my elementary age daughter take the bus all over town together in the summer. I have been very impressed with how helpful the drivers are and how safe the bus seems. The kids feel like they could bring any safety concerns to the bus driver if needed. One day my son missed his connection and the driver suggested he ride his route again vs. standing at the transfer station for a half hour. A much safer option and something my son never would have thought of. Thank you all, keep up the good work! We can't wait for the new transfer station!
17	More frequent service to schools

APPENDIX D: ONLINE COMMMENT MAP RESPONSES

An online comment map (also referred to as a "wikimap") for the project was launched in September 2020. The online tool allowed the public to add location-specific comments and draw new bus routes (see Figure 79 for screenshot of the online map). The TDP Project Team collected, reviewed, and incorporated this input into draft service and strategic recommendations. All comments submitted by the public as of mid-October 2020 are included below.

Table 88: Comments Received Through Online Comment Map (1 of 2)

Type	Category	Initial Comment	Other Users' Reaction to Comments Previously Submitted			
			Follow-up Comment	Like	Dislike	Net Like
Point	Common Destination	Grocery store where I work [Festival Foods on Mall Dr.]	I Agree	3	0	3
Point	Inaccessible by Transit	I wish I could take the bus here, which is where I work [Menards Distribution Center]	A lot of people have voiced the desire to have service out here for work. Will continue to see growth as this is developed with more living areas.	2	1	1
			It would be very nice to see that be added as a stop and have the bus make a final stop at the McDonalds just a bit down the road as that McDonalds is the Greyhound Bus Stop for Buses going to MSP or Madison.			
			I was invited to apply here and I wanted to but there's no bus and I can't afford cabs or Uber.			
Point	Common Destination	Career development center -- an important destination for many riders	I Disagree	4	1	3
			I Agree. Still needed.			
			I Agree			
			I Agree			
			I Agree			
Point	Inaccessible by Transit	Wish there was access to Lake Hallie/Chippewa Falls	I Agree	4	0	4
			"Eau Claire Transit should be providing services to the suburbs too, along with service in the city. Several stops in Chippewa Falls, Lake Hallie, etc..."			
Point	Bus Stop/Facility	Transfer center is in need of many repairs. I know the new transfer center is on the table, it should happen sooner than Later. The old center is literally falling apart.	I Agree	2	0	2
			Definitely, also upgrading the bus ticketing system to have kiosks to purchase bus tickets at the transfer station would be a nice touch and upgrade			
			Sunday Service would help out immensely for those who work or need to get groceries and supplies			
Point	General Comment	The bus drivers are very pleasant and knowledgeable. Helpful along with the management they all make a great team	I Agree! Drivers are awesome!!	1	1	0
			I Disagree			
			We need Sunday service. Even if limited, at least the 3,6 and 1 bus route			
Point	Inaccessible by Transit	This McDonald's out on North Crossing acts as the Greyhound Bus stop for the buses going to the Twin Cities and Madison. It is	I Agree	5	0	5
			Potential for bus route addition to this location due to the Greyhound station. There are also businesses in the area that may benefit by having bus traffic available to their employees and patrons.			

Type	Category	Initial Comment	Other Users' Reaction to Comments Previously Submitted			
			Follow-up Comment	Like	Dislike	Net Like
		not accessible by any city bus	"As the City is growing, with much development occurring in that area, I believe City bus service should be expanded to serve the area.			
Point	Common Destination	Woodman's Grocery Store. I work here and shop for most of my groceries as well here	I Agree	1	0	1
			This is a critical stop			
Point	Inaccessible by Transit	Access to Carson Park During Express baseball or UWEC football games would give fans a safer way to travel home	I Agree.	6	0	6
			I Agree			
			I Agree you need full coverage. I can't go if the bus only sometimes kind of goes there. I might not even realize it's a bus I can take.			
			I Agree			
Point	Inaccessible by Transit	Expanded bus service in the Altoona area	I Agree	1	0	1
			expanded hours of service is needed			
Point	Bus Stop/Facility	Having a proper bus shelter at the airport to keep incoming passengers out of the elements	I Agree	2	0	2
Point	General Comment	Can we change the time the bus runs on Saturday. Let the hours be the same as weekdays.	I Agree	3	0	3
			Yes. Buses should only have the shorter schedule on Sundays			
			I Agree, people need to go places ma y of the same times Saturdays as the rest of the week. And the limited Saturday service (as well as, unmentioned in the initial comment, not having Sunday service) makes finding a job outside walking range very difficult.			
Point	Inaccessible by Transit	Action city, metropolis resort, fairgrounds.	NA	1	0	1

Table 89: Comments Received Through Online Comment Map (2 of 2)

Type	Category	Comment
Point	Common Destination	The Community Table is here. Maybe a potential place for a covered bus stop due to the frequency of people using this spot?
Point	General Comment	more frequent stops to aid UWEC faculty and staff
Point	Inaccessible by Transit	this area of the third ward is quite a ways away from transit.
Point	Inaccessible by Transit	Target and Menards no longer have a bus stop.
Point	Safety Concern	There is not a sidewalk or street light at this stop. Also, in winter this is a slippery location to stand at.
Point	Bus Stop/Facility	Thank you for adding this stop!
Point	Inaccessible by Transit	A bus stop here would be great - lots of new housing developments out here. I would think a spot could be found to leave cars so that we could carpool into town.
Point	Bus Stop/Facility	Should have a bus stop here for Routes 4 & 17, just after right turn toward Woodman's, so that people can access NW part of River Prairie.
Point	Common Destination	Used to attend meetings at City Hall/Library at the hour, and bus would arrive from EC on time, but since route change to add Woodman's it is just a few minutes after, so have to be late.
Point	Common Destination	UW Extension, County Parks & Forest. Meetings and visiting with staff.
Point	Bus Stop/Facility	Important stop for Banbury Place.
Point	Bus Stop/Facility	Should find a way to get a bus stop somewhere in between Lincoln Ave and Grace Barstow Apartments. Large gap without a stop.
Point	General Comment	Route 9 needs more frequent evening service, perhaps every 20 minutes. Should also stop at Centennial in the evening.
Point	Safety Concern	Consider replacing Zorn Arena/Brewer Hall with bus transit center for UWEC community, so that buses pull off Park Avenue and that students/faculty/staff have a property place to wait for the bus and be able to study and stay inside while waiting day and night.
Point	Safety Concern	Crossing 4 or 5 lanes on Farwell is terrible. Need to reduce car lanes. Sometimes drivers do not yield because they are afraid other drivers will not see the pedestrian and not yield.
Point	Safety Concern	Need to reduce the number of car lanes to make it safer for pedestrians to cross. Parts of Madison Street are 5 lanes wide!
Point	Bus Stop/Facility	Need a very large bus shelter here. Talk to Joel at Joel's Water Street Auto about how this could be done. He has been supportive of students.
Point	Safety Concern	Need to create a pedestrian island at State and Lincoln, where the crosshatched lane is. Need to reduce number of lanes so that pedestrians only need to cross two lanes. It would also make it easier for the bus to stop because they have to change lanes as it is and sometimes it is difficult.
Point	Bus Stop/Facility	These stops at State & Lincoln are the ones I use most often. Route 9 should stop here between Centennial Hall and downtown. Goes for about a half mile without a stop. This would also add safety so people could take the bus to cross State Street. Would also allow people who live in the Third Ward to more easily travel to downtown every 10 minutes during school day.
Point	Bus Stop/Facility	I use this stop a lot, but cars often parked in front of it. At the center of a neighborhood that needs transit. Would like it better if bus also went the other way, so served neighborhood in both directions to and from downtown.
Point	Safety Concern	Bus stop in middle of parking lot and hard to find. But still a very important stop to maintain.

Type	Category	Comment
Point	Safety Concern	Important bus stop for Festival Foods, but there should be a shelter here in the parking lot that would increase safety.
Point	Common Destination	RCU major branch, has services that others do not so go here for that, and because bus stop is close.
Point	Inaccessible by Transit	Would like to go to Chippewa Valley Museum easier as a volunteer and member. Also would like to direct visitors there easier.
Point	Inaccessible by Transit	The Florian Gardens. Chamber and a lot of non-profits and government host events here, yet have to walk from Golf Road stops.
Point	Safety Concern	No sidewalk along Lorch Avenue. Pedestrian crossing of 93 often has ped buttons inaccessible due to snow piles.
Point	Common Destination	BAM & Best Buy are common destinations for me. Stopped going as often when Route 6 was moved to south.
Point	Common Destination	Target should have a bus stop brought back. Find a way to have it go through lot again.
Point	Common Destination	Goodwill
Point	Common Destination	Used to attend meetings at City Hall/Library at the hour, and bus would arrive from EC on time, but since route change to add Woodman's it is just a few minutes after, so have to be late.
Point	Common Destination	Savers. Sometimes need to haul large quantities of items to and from, including sometimes awkward things.
Point	Common Destination	Am a visitor to Memorial. Sad part is that the visitor and main entrance is in the back of the building now. If coming back transit have to walk all the way around the building in the parking lot. Building now set up for automobile drivers only. No bike parking by main office either.
Point	Common Destination	Just Local Food
Point	Common Destination	Festival Foods
Point	Common Destination	Hope Bargain Center. Need to haul odd things sometimes. Never sure what you are going to get!
Point	Inaccessible by Transit	Groome Transportation airport shuttle to MSP airport.
Point	Inaccessible by Transit	Park & Ride
Point	Inaccessible by Transit	CVTC Energy Education Center, and Transportation Center. Both should promote transit as the future.
Point	General Comment	Route 3 is really messy and confusing over here, and also on the north side.
Point	Safety Concern	Not very ADA accessible and does not provide good access to Walgreen's which is a common stop.
Point	Bus Stop/Facility	Important stop for Senior Center and Montessori School and Mayo. Consider a shelter.
Point	Safety Concern	Need sidewalk from Starr Ave to airport terminal. Evening bus route does not go into airport.
Point	Inaccessible by Transit	Chippewa Falls bus station for Jefferson Lines
Point	Inaccessible by Transit	Eagles Club. Hosts events and meetings a lot, cannot get to them. There was one for the Center for Independent Living!
Point	Inaccessible by Transit	Downtown Chippewa Falls. Big tourism and shopping and jobs destination. Develop an express bus line between Chippewa Falls and Eau Claire. Partner with Lake Hallie and pick up Walmart too.
Point	Inaccessible by Transit	Walmart in Lake Hallie
Point	Inaccessible by Transit	UW-Stout and Menomonie

Type	Category	Comment
Point	Safety Concern	This bus stop is difficult to access because there is no sidewalk and crossing the street is difficult. No place to wait off the street, especially in the winter. But it is a very important location for a stop and should be maintained as far as the location goes, just needs to be made safer.
Point	General Comment	I use this stop to get out to Foster Farms for music festivals like Eaux Claires.
Point	Bus Stop/Facility	Somehow we need to convince Sacred Heart to let the city install a bus stop sign here. Hard to know where to catch the bus otherwise.
Point	Bus Stop/Facility	With the new HyVee consider a bus shelter here. Hopefully HyVee happens.
Point	Safety Concern	Bus stop is crowded out sometimes with cars parked along unimproved shoulder. Need a sidewalk along here to wait on.
Point	Bus Stop/Facility	Appreciate this new bus stop for access to SHIFT and Sojourner. Hopefully the proposed Wilson Square apartment building will be built and this will be a popular stop.
Point	Bus Stop/Facility	New bus transit center needs to accommodate airport shuttle, Jefferson Lines, Badger Bus, Greyhound, MegaBus, etc.
Point	Common Destination	Need to promote bus for RCU and JAMF employees, to reduce demand on parking ramp and downtown parking in general.
Point	Common Destination	Need to promote transit as an option for Mayo employees. Very car-dependent it seems given all the parking that is gobbling up the neighborhood. I understand employees can request a free bus pass from Mayo but how many do, and how many know about it?
Point	Common Destination	Bus stop closest to Menards, CVTC northwest campuses, and to Greyhound and Airport Shuttle. Need to find a way to bring service further to the northwest.
Point	General Comment	Consider finding a way for easy transfer between Route 9 and Routes 12 and 20 somewhere along Lake Street, so when traveling from NW Eau Claire it is easy to and quick to transfer to Route 9 to get to UWEC and Water Street area.
Point	Safety Concern	A lot of smoking at this bus stop makes it difficult to use.
Point	Safety Concern	A lot of smoking at this bus stop makes it difficult to use. Sometimes water from street sprays up from traffic and gets people wet in the shelter.
Point	Bus Stop/Facility	Should be a bus stop here. Big distance between stops over here.
Point	Safety Concern	An important stop, but try to make a spot off the street to be able to wait for the bus.
Point	Safety Concern	Need crosswalks on both sides of Kenney Avenue crossing Stein Blvd, and the need to have curb cuts consistently shoveled in winter.
Point	Safety Concern	All the trees and grass have been removed from this boulevard area. Looks ugly and needs to be beautified. Also no safe connection to Festival without walking down busy parking lot driveway!
Point	Bus Stop/Facility	Appreciate the crosswalk improvement here.
Point	Inaccessible by Transit	New development improved for this area will be inaccessible by transit.
Point	Inaccessible by Transit	New development in this area will be inaccessible by transit. Kane Rd unsafe to bike on.
Point	Inaccessible by Transit	McKinley not accessible or unsafe to reach. Know a senior who would take transit but this is the issue.
Point	Bus Stop/Facility	This bus stop is key for getting as close as possible to Chippewa Falls. Will bring my bike on the bus to do that.
Point	Safety Concern	Bus stop for Presto should be in lot again, with a shelter. Stop along road is important, but unsafe in the winter especially.
Point	Common Destination	Labor Temple & Brickhouse Saloon host a lot of evening events that need to be accessible by transit.

Type	Category	Comment
Point	Safety Concern	Students have to wait in the street in large numbers because sidewalks and curb cuts often not shoveled along Route 9.
Point	Bus Stop/Facility	Haymarket Landing student getting on here could reach campus just as fast without overcrowding Route 9 if they walked to the transit center and took one of the routes going down State Street. Should consider promoting that as an option for students willing to walk a little bit, given the overcrowding on Route 9.
Point	Safety Concern	Students going to and from Memorial HS need a safe pedestrian path through the Memorial Parking lot.
Point	Safety Concern	Crossing Clairemont here requires one to run in order to cross in time with the walk signal, or wait for two cycles. DOT won't change it but city should influence them to do so.
Point	Common Destination	Dental clinic at CVTC and important destination.
Point	Common Destination	Great to have bus service at CVTC Business Education Center. Important to have bus arrive before the hour for appointments and classes.
Line	Routes I wish I could use	a hypothetical route to the North Crossing/ Menards DC/ Greyhound bus station
Line	Routes I wish I could use	A bus route to and from Menomonie
Line	Routes I wish I could use	third ward should have bus service closer to many of the streets in the back. a route down Farwell would be key to many.
Line	Routes I wish I could use	a 3-season route through Carson would be convenient.
Line	Routes I wish I could use	I'd like to see a better way to serve the area along Devney Dr. and Southern 3rd St. East in Altoona. Perhaps this could be done by an alternating (every other hour or half) route or a supplementary route. Not sure of the viability of it, but perhaps Woodman's could become a smaller transfer station on this.
Line	Routes I wish I could use	Eau Claire to Chippewa Falls via Lake Hallie.
Line	Routes I wish I could use	A route to the south side of Eau Claire would be nice. There are a lot of popular locations including Action City, vehicle repair shops, fleet farm, the humane associate, gold's gym, and lots of new housing.

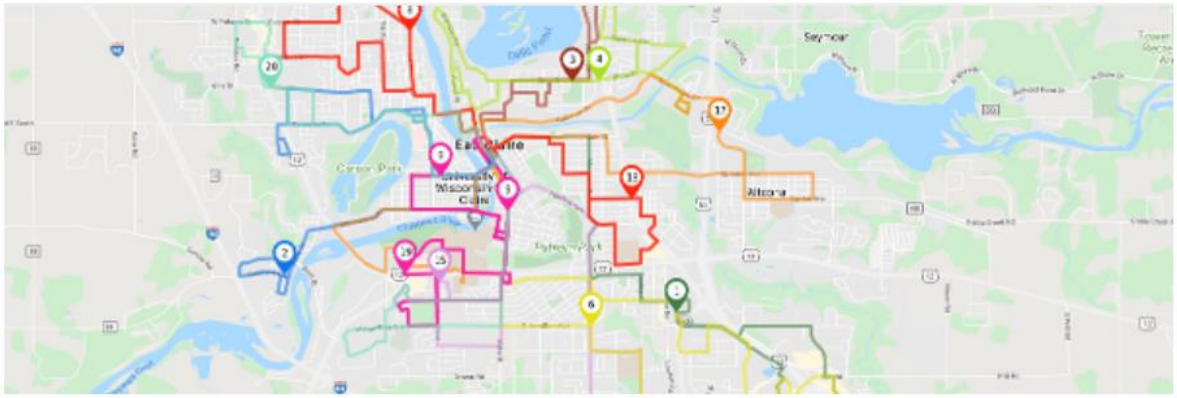
APPENDIX E: DRAFT SERVICE RECOMMENDATIONS FEEDBACK

The service recommendations presented in this report were developed in direct response to public and stakeholder engagement conducted between fall 2019 and fall 2020. Draft service recommendations were presented to the public in September and October 2020 for review and comment.

Draft service recommendations were presented to the public using an online presentation and survey (via an ArcGIS "StoryMap"). The StoryMap, as it was presented to the public, is available online here. A printout of the StoryMap is included below (excluding interactive maps). In addition to a presentation tool, the StoryMap included several embedded surveys, allowing users to submit comments specific to the draft service recommendations, as well as those more general in nature. Written feedback on the draft service recommendations is included in the pages to follow.

Printout of Draft Service Recommendations StoryMap

Eau Claire Transit Development Plan



Eau Claire Transit Development Plan

Draft Service Recommendations

SRF Consulting **October 1, 2020**

Introduction

Help us shape the future of Eau Claire Transit!

Over the last year, the City of Eau Claire has been updating its Transit Development Plan (TDP) to guide the future of the transit service in the community. In that time, we've heard from hundreds of Eau Claire bus riders and residents. That input was used to develop draft recommendations to include in the plan and implement over the next several years. **We need your feedback on these draft recommendations to ensure they're truly reflective of community input.**

Below are summaries of service recommendations, including

modifications to existing routes and new services. Leave your comments and tell us what you think. Your responses will remain confidential and will not be shared or used for any other purposes.

Additionally, there is a brief survey at the end of this presentation to leave general or additional comments and tell us about your experiences and preferences related to Eau Claire Transit.

Other opportunities to provide feedback include:

- Two virtual open house meetings on **Tuesday, September 22 from 3:30-5:00p** and on **Thursday, October 1 from 5:30-7:00p**; find the links to join on ECBus.org and our Facebook page. We'll present these recommendations, collect feedback, and answer questions.
- Leave comments about the existing fixed route system and draw new bus routes on this online comment map
- Email comments to transit@eauclairewi.gov
- Call us at 715-839-5111

Commenting features on this presentation and survey will close Tuesday, October 6 at 11:59 PM.

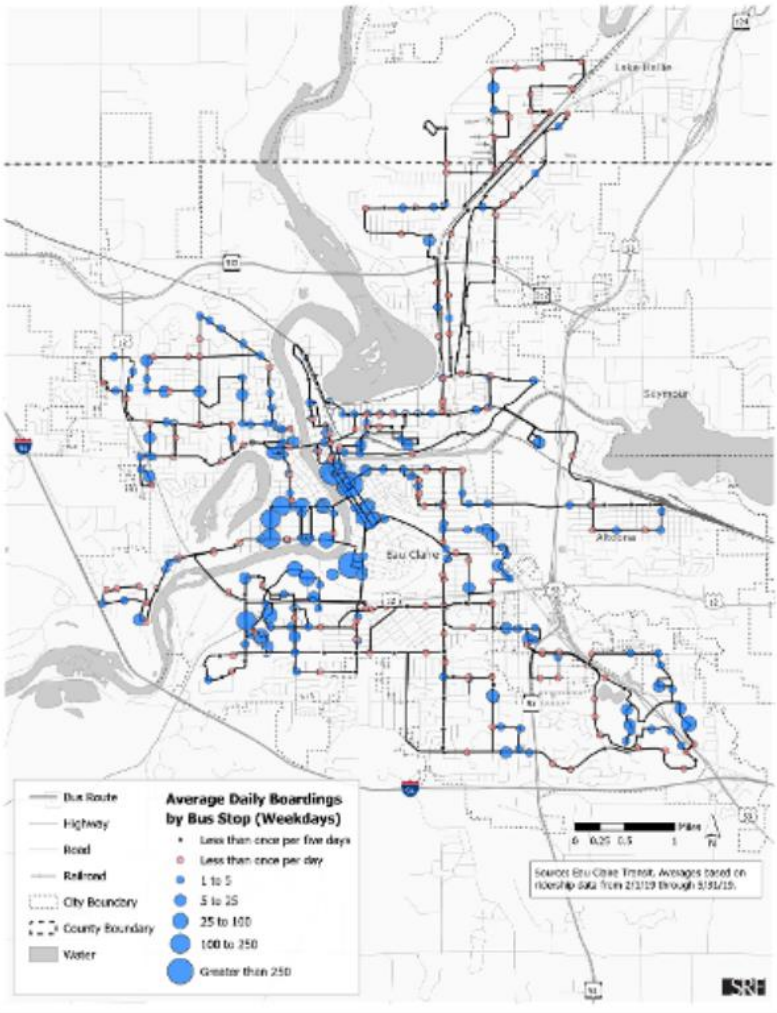
What's a TDP?

The Transit Development Plan (TDP) is Eau Claire Transit's

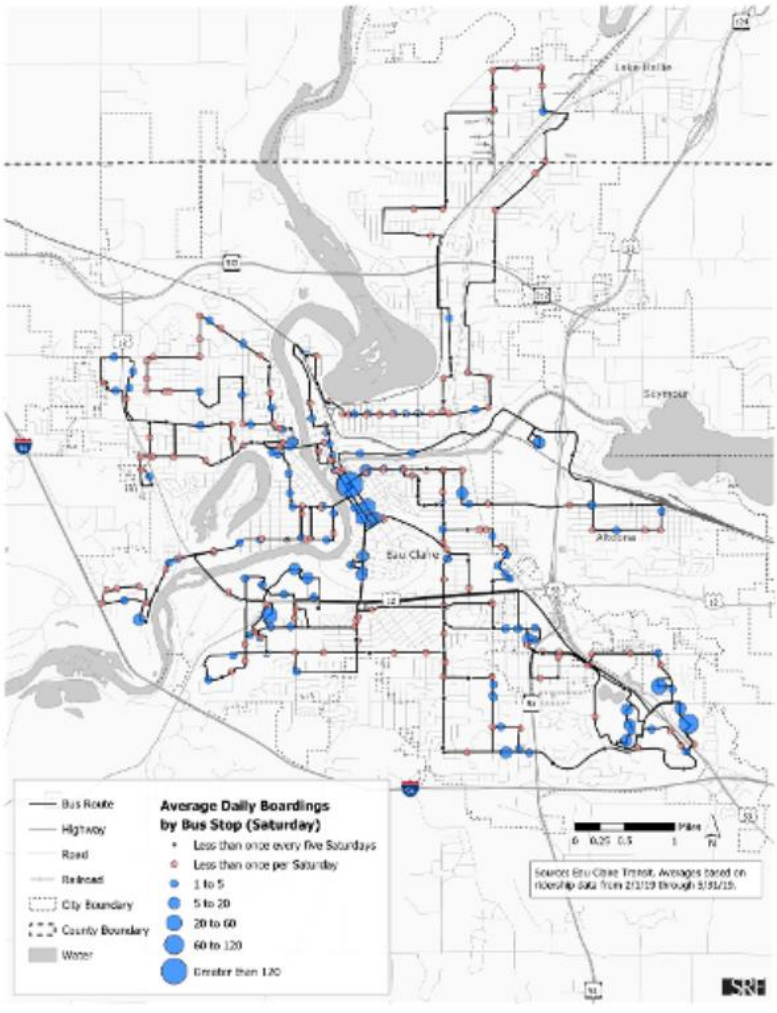
guidebook for improving transit service. We use the TDP to identify community needs, opportunities for improvement, and prioritize the work we hope to complete in the coming years.

We update the Eau Claire Transit TDP about once every five years. This current TDP project began in fall of 2019. Since then, we've:

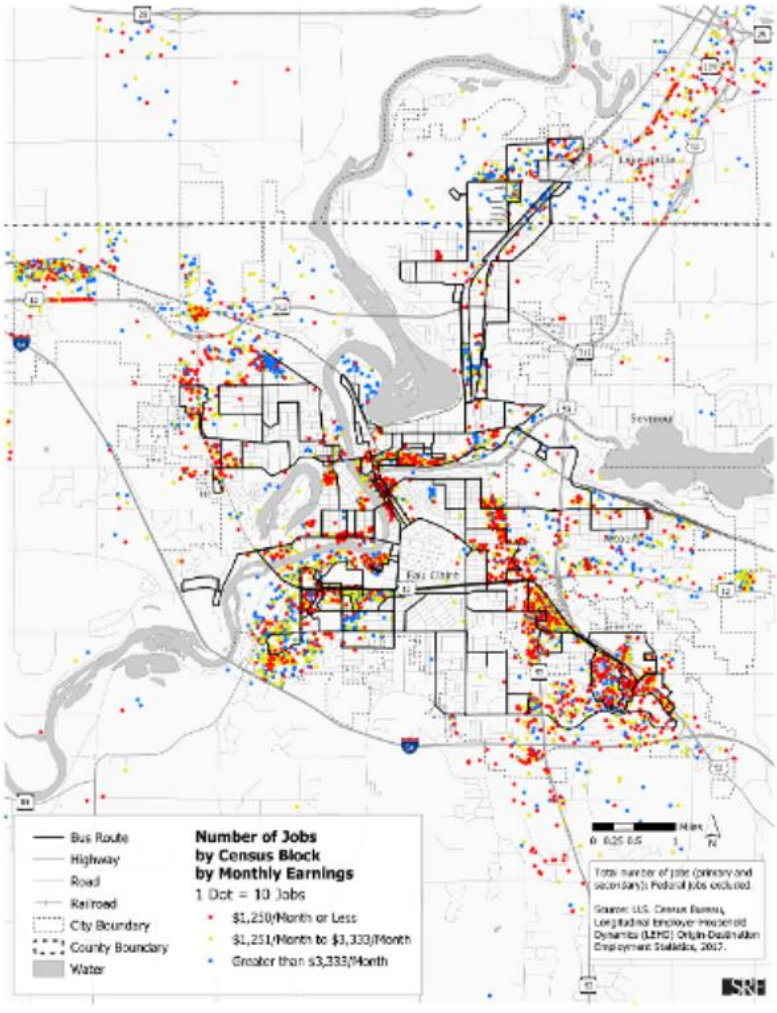
- Analyzed historical ridership and other transit service data
- Reviewed the schedules and routing of all our current fixed routes
- Reviewed recent demographic and physical changes in Eau Claire and our surrounding communities
- Engaged bus riders, our community institutions, organizations, resources, and businesses, as well as the general public to better understand current and future transportation needs
- Developed draft service recommendations that could be implemented in the near and longer term time frames



An important part of our existing conditions analysis is reviewing existing ridership in a number of different ways. Above is a map of average daily boardings (instances where someone gets on the bus) on weekdays; these data were collected in spring 2019.



Above is a map of average daily boardings (instances where someone gets on the bus) on Saturdays; these data were collected in spring 2019.



Our review of existing conditions included an analysis of demographic and economic data, including where jobs are located in the community. Above is a map showing the location and number of jobs by monthly earnings relative to the existing fixed route bus network. One red dot represents the approximate location of ten jobs with monthly earnings of $1,250 or less; one blue dot represents the approximate location of ten jobs with monthly earnings of $3,333 or less.

This presentation introduces our draft service recommendations to the public for the first time. Your feedback will help us alter and improve these draft service recommendations, and inform which make it into the final TDP report and how we prioritize them.

The findings and recommendations from TDP project will be then be summarized in a report and made available for public

review and comment on our website, ECBus.org. After incorporating your feedback into the TDP report, we'll seek approval from the City of Eau Claire Transit Commission and City Council in late October.

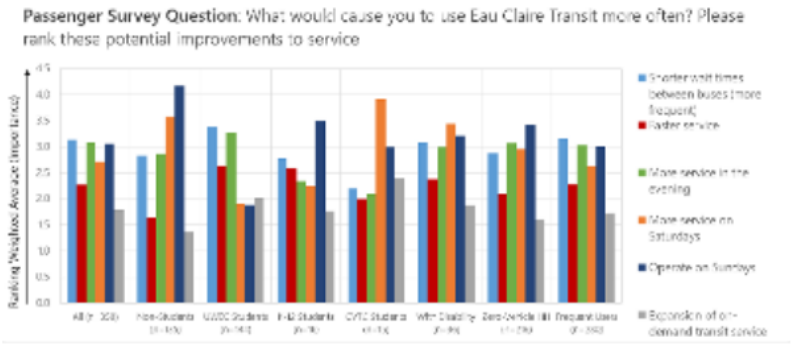
What We've Heard

Since fall 2019, we've heard from hundreds of Eau Claire Transit riders and stakeholders through surveys, informal meetings at the Transfer Center and throughout the community, formal presentations, small group discussions, and through email and social media.

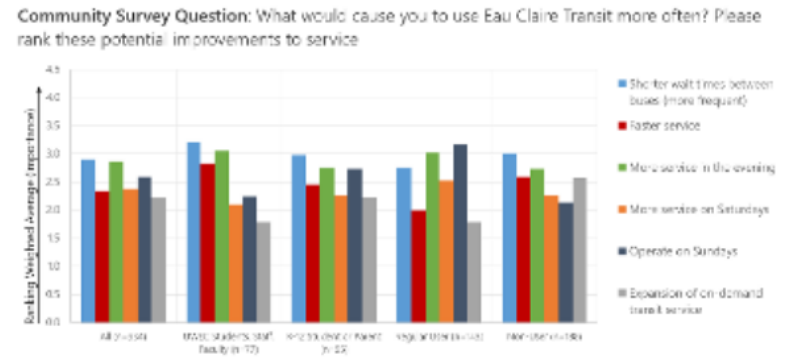
Themes from the feedback we've collected, in term of transit service, include:

- Public transit is and important service for the community
- Current riders report high customer satisfaction, but there are areas for improvement
- Non-riders perceive transit as inconvenient option
- Service should be more frequent
- Need more solutions for getting to and from work on the edges of Eau Claire and in surrounding communities
- Desire for fixed routes to operate on Sunday
- Better service weeknights and on Saturdays

The draft service recommendations were created in response to this feedback.



Summary of responses to one question from a survey of Eau Claire Transit bus riders, conducted in November and December 2019. In total, 350 people responded to this question; responses are broken down by respondent characteristics. The taller the bar, the more important the potential improvement was to survey respondents, on average.



In addition to bus riders, we created a survey oriented toward the general public -- including bus riders and non-bus riders. This second survey was also conducted in November and December 2019. In total, 334 people responded to this question; responses are broken down by respondent characteristics. The taller the bar, the more important the potential improvement was to survey respondents, on average.

Draft Service Recommendations

Each existing fixed route was reviewed as part of the TDP project. This included analysis of historical ridership and fare data and collecting feedback from current riders, community members, and Eau Claire Transit staff.

The table below summarizes the existing and near-term proposed fixed routes by the times of day they operate ("span" of service) and how often they are available (frequency).

Route		Period	Weekday			Saturday			Notes
			Start of First Trip	Start of Last Trip	Frequency (minutes)	Start of First Trip	Start of Last Trip	Frequency (minutes)	
1	Margaret - Mall	Existing	6:15 AM	9:15 PM	60	8:15 AM	5:15 PM	60	
		Proposed	6:15 AM	11:15 PM	30	8:15 AM	9:15 PM	30	
2	Mt. Washington	Existing	5:45 AM	9:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	5:45 AM	5:45 PM	60	–	–	–	Area to be served on demand weeknights and Sat.
3	North High	Existing	5:10 AM	5:45 PM	60	–	–	–	
		Proposed	5:15 AM	5:45 PM	60	–	–	–	
4	Locust Ln	Existing	6:15 AM	5:15 PM	60	–	–	–	
		Proposed	6:15 AM	5:15 PM	60	–	–	–	
3/4	North High Loop	Existing	6:45 PM	9:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	–	–	–	8:45 AM	5:45 PM	60	Area to be served on demand weeknights and Sat.
5	Rudolph Rd	Existing	6:15 AM	9:15 PM	60	8:15 AM	5:15 PM	60	
		Proposed	–	–	–	–	–	–	Replaced by restructured Route 6
6	Putnam - Mall	Existing	7:45 AM	6:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	6:15 AM	10:45 PM	30	8:45 AM	8:45 PM	60	Restructured to incorporate Route 5
7	West Clairemont	Existing	6:10 AM	9:15 PM	60	8:15 AM	5:15 PM	60	Tu and Thurs until 8:15 PM
		Proposed	6:15 AM	5:15 PM	60	–	–	–	Area to be served on demand weeknights and Sat.
8	Folsom - Vine	Existing	5:45 AM	9:15 PM	30/60	8:15 AM	6:15 PM	60	
		Proposed	5:45 AM	10:45 PM	30/60	8:15 AM	8:15 PM	60	
9	Water St.	Existing	6:30 AM	10:00 AM	15/20/60	12:00 PM	5:00 PM	60	
		Proposed	6:30 AM	11:00 PM	10/20	7:15 AM	11:00 PM	60	
12	Delong	Existing	6:15 AM	9:15 PM	60	8:15 AM	6:15 PM	60	
		Proposed	6:15 AM	10:15 PM	60	8:45 AM	8:45 PM	60	
15	West MacArthur	Existing	7:45 AM	9:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	–	–	–	–	–	–	Replaced by restructured Route 21
17	Altoona	Existing	6:15 AM	6:45 PM	60	8:45 AM	5:45 PM	60	
		Proposed	–	–	–	–	–	–	Replaced by new Route 71
18	Memorial	Existing	6:15 AM	9:45 PM	30/60	8:45 AM	5:45 PM	60	
		Proposed	6:15 AM	10:45 PM	30	8:45 AM	8:45 PM	60	
19	Stein Blvd	Existing	6:45 AM	10:00 PM	15/20/60	–	–	–	
		Proposed	6:40 AM	11:40 PM	10/20	7:15 AM	11:30 PM	20	
20	Westridge	Existing	6:45 AM	6:45 PM	60	8:45 AM	6:45 PM	60	
		Proposed	6:45 AM	6:45 PM	60	–	–	–	Area to be served on demand weeknights and Sat.
21	Shopko - Bollinger	Existing	6:15 AM	6:15 PM	60	8:15 AM	5:15 PM	60	
		Proposed	7:45 AM	10:45 PM	30	8:15 AM	8:15 PM	60	Restructured to simplify
71	Birch - Altoona	Existing	–	–	–	–	–	–	
		Proposed	6:45 AM	10:45 PM	60	8:45 AM	8:45 PM	60	New route replacing Route 17

Cells highlighted green represent span/frequency improvements compared to today.

Summary of near-term recommendations by route. Continue scrolling for details on each draft recommended change.

These **near-term draft recommendations** are presented in greater detail later in this presentation, organized as follows:

- Routes 9 and 19
- Restructured Routes 3 and 4
- Restructured Route 17 and new Route 71
- Restructured Routes 5 and 6
- Restructured Routes 15 and 21
- Minor Route changes: Routes 8, 12, 18, 20
- Weekday frequency improvements
- Weekday span improvements
- Weeknight fixed route network
- Saturday fixed route network

Additionally, we present several **longer-term recommendations**. The longer-term recommendations respond to both current and future needs, but require significantly more resources and/or represent an expansion of the current Eau Claire Transit service area. They are organized as follows:

- On-demand expansion zones serving the Menards

Distribution Center and other unserved destinations

- Sunday fixed route network
- New route to Sonnentag Centre
- New northwest to southeast crosstown route

Throughout this presentation are opportunities to leave comments. Please tell us why you do or don't like these draft service recommendations. Your feedback will directly influence what is and is not included in the final TDP report.

Scroll down to explore the draft service recommendations and leave your comments.

Routes 9 and 19

Combined, Routes 9 and 19 account for over 40% of Eau Claire Transit's total annual ridership. Each route is critical to mobility between and around the UWEC upper and lower campuses and surrounding neighborhoods. The results of public engagement with UWEC students and stakeholders

identified Routes 9 and 19 as priorities for adding frequency, extending the times of higher frequency service, and extending service later into the evening. The proposed draft recommendations are in direct response to that input and represent a significant increase in transit service between and around the UWEC campuses.

Day of Week	Route	Existing [Trip Time (Headway)]	Proposed [Trip Time (Headway)]
Weekday	Route 9	6:50 AM-8:00 AM (20) 8:20 AM-3:50 PM (10) 4:10 PM-4:30 PM (20) 5:00 PM-10:00 PM (60)	6:50 AM-7:10 AM (20) 7:20 AM-4:50 PM (10) 5:00 PM-11:30 PM (20)
	Route 19	6:48 AM-11:48 AM (20) 12:00 PM-4:48 PM (13) 5:30 PM-10:30 PM (60)	6:48 AM-7:08 AM (20) 7:18 AM-4:48 PM (10) 4:58 PM-11:48 PM (20)
Saturday	Route 9	12:00 PM-5:00 PM (60)	7:40 AM-11:30 PM (20)
	Route 19	--	7:38 AM-11:38 PM (20)

Cells highlighted green represent span/frequency improvements compared to today

In addition to weekday improvements, the proposed recommendations significantly improve service levels on Saturdays. Proposed Route 9 and 19 would operate the same streets on Saturday as they do on weekdays and weeknights. Both proposed Routes 9 and 19 would connect to restructured Route 6, enabling travel between UWEC campuses and Oakwood Mall six days per week with one transfer.

Both Routes 9 and 19 are open to the public, though the majority of riders are UWEC students. However, by transferring between the two routes, Routes 9 and 19 area high-frequency options for non-UWEC students seeking to travel between downtown and important community resources and institutions surrounding Clairemont Ave, including CVTC, Sacred Heart Hospital, and Marshfield Medical Center.

Compared to today, these cumulative changes would:

- Reduce waiting times, especially at night, making the bus a more convenient option
- Provide more late-night travel options
- Provide more Saturday travel options
- Reduce vehicle overcrowding during portions of the day
- Potentially alleviate demand for parking on and around the UWEC campuses

Routes 9 & 19 Survey

Leave any comments here. Tell us why you do or don't like these draft recommendations. (You will b...

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Restructure: Routes 3 & 4

Today, Routes 3 and 4 serve different portions of north Eau Claire on separate sides of Hastings Way. The near-term draft recommendations include restructuring Routes 3 and 4 north of Birch St. and east of Star Ave. to operate on shared streets in opposite directions, staggered by 30 minutes. For example, Route 3 would depart the Transfer Center at 7:45 AM and operate in the clockwise direction; Route 4 would depart the Transfer Center at 8:15 AM and operate in the counterclockwise direction. Both routes would serve nearly all of the same streets north Birch St. and east of Star Ave., resulting in an available bus once every 30 minutes.

Compared to today, this would result in:

- Twice as many trips per day between north Eau Claire and the Transfer Center

- Reduced travel times for many riders
- Simpler routing that is easier to use and understand
- Better service to North High School and Northstar Middle School
- Better service to Terrace Hill Mobile Home Park

Other proposed changes include:

- Service to the Chippewa Valley Regional Airport would be available upon request
- Route 4: Simplify routing in the Mt. Simon area to operate service in both directions
- Route 4: Remove service to Woodman's (to be replaced by new route 71)

Route		Weekday		
		Existing & Proposed (No Changes)		
		Start of First Trip	Start of Last Trip	Frequency (minutes)
3	North High	5:45 AM	5:45 PM	60
4	Locust Ln	6:15 AM	5:15 PM	60

Restructure: Routes 3 & 4 Survey

Leave any comments here. Tell us why you do or don't like these draft recommendations. (You will b...

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Restructure: Route 17/Altoona

In response to input from Eau Claire and Altoona residents, the near-term draft recommendations include replacing existing Route 17 with a new Route 71, serving Birch St.,

Woodman's, and Altoona. The new Route 71 would operate in both directions, available once every 60 minutes until 10:45 PM.

In addition to the new Route 71, existing Route 8 in Eau Claire would shift a few blocks east to serve areas previously covered by Route 17.

Route		Weekday					
		Existing			Proposed		
		Start of First Trip	Start of Last Trip	Frequency (minutes)	Start of First Trip	Start of Last Trip	Frequency (minutes)
17	Altoona	6:45 AM	6:45 PM	60	--	--	--
71	Birch - Altoona	--	--	--	6:45 AM	10:45 PM	60
18	Memorial	6:15 AM	9:45 PM	30/60	6:15 AM	10:45 PM	30

Cells highlighted green represent span/frequency improvements compared to today

Compared to today, these cumulative changes would result in:

- Route 71: More convenient service between the Transfer Center and Woodman's, and along Birch St.
- Route 71: More evening and late-night options for travel between Eau Claire and Altoona
- Route 71: Introduce service to Hillcrest Estates and Solis Circle in Altoona
- Route 8: Introduce service to the commercial area near Fairfax St. and Highland Ave.

Restructure: Route 17/Altoona Survey

Leave any comments here. Tell us why you do or don't like these draft recommendations. (You will b...

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Restructure: Routes 1, 5, & 6

The areas served by existing Routes 1, 5, and 6 were identified as those in need of improved service and where service is duplicative. The proposed near-term draft recommendation addresses these by eliminating existing Route 5 and investing heavily in Routes 1 and 6 to create service that is more useful, convenient, and simpler to understand and use.

The proposed, modified Route 6 would operate in both directions west of Oakwood Mall. The areas currently served by Route 5 would be covered by portions of the modified Route 6 and Route 1, resulting in nearly identical service coverage and alternative options for the vast majority of existing Route 5 passengers.

Route		Weekday					
		Existing			Proposed		
		Start of First Trip	Start of Last Trip	Frequency (minutes)	Start of First Trip	Start of Last Trip	Frequency (minutes)
1	Margaret - Mall	6:15 AM	9:15 PM	60	6:15 AM	11:15 PM	30
5	Rudolph Rd	6:15 AM	9:15 PM	60	--	--	--
6	State - Mall	7:45 AM	6:45 PM	60	6:15 AM	10:45 PM	30

Cells highlighted green represent span/frequency improvements compared to today

Compared to today, these cumulative changes would:

- Increase accessibility to and from the Oakwood Mall and surrounding commercial area, South Middle School and Fairfax St., UWEC lower campus, and the Transfer Center
- Reduce travel times for many riders
- Reduce waiting times and make taking the bus more convenient
- Provide more late-night travel options
- Maintain service coverage for nearly all existing passengers
- Simplify routing and reduce duplication

Restructure: Routes 1, 5, & 6 Survey

Leave any comments here. Tell us why you do or don't like these draft recommendations. (You will b...

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Restructure: Routes 15 & 21

The areas served by existing Routes 15 and 21 were identified as those in need of improved service and where service is duplicative. The proposed near-term draft recommendation addresses these by eliminating existing Route 15 and investing heavily in Route 21 to create service that is simpler to understand and use, while increasing access to more homes and businesses without significant negative impacts to existing riders.

Route		Weekday					
		Existing			Proposed		
		Start of First Trip	Start of Last Trip	Frequency (minutes)	Start of First Trip	Start of Last Trip	Frequency (minutes)
15	West MacArthur	7:45 AM	9:45 PM	60	--	--	--
21	Shopko and Bollinger	8:15 AM	6:15 PM	60	7:45 AM	10:45 PM	30

Cells highlighted green represent span/frequency improvements compared to today

Compared to today, these cumulative changes would:

- Increase accessibility to and from the CVTC Health Education Center, Mayo Clinic, dense residential developments near Bollinger Fields, Sky Park Industrial Center, especially in the evenings
- Increase safety and service reliability by eliminating bus operations within the Shopko Plaza parking lot; instead, passengers would access Shopko Plaza using the bus stop at MacArthur and Ruth

- Provide twice as many direct trips to Mayo Clinic and Sky Industrial Park
- Maintain service coverage for all existing passengers
- Simplify routing and reduce duplication

Restructure: Routes 15 & 21 Survey

Leave any comments here. Tell us why you do or don't like these draft recommendations. (You will b...

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Other Routing Changes: Routes 8, 12, 18 & 20

The proposed near-term draft recommendations include relatively minor changes to Routes 8, 12, 18, and 20 in terms of which streets they operate on.

Route 8: Shift service from 14th St. and Folsom St. (between Truax Blvd. and Old Orchard Rd.). Rather than south on 14th St. to west on Folsom Rd., the proposed Route 8 would stay on Truax Blvd. west of 14th St., then travels south on Old Orchard Rd. before turning west on Folsom St. and continuing south along Robert Rd. This change would provide access to about 300 additional jobs along Truax Blvd. while negatively impacting very few existing riders (less than 2 per day, on average).

Route 12: Currently, Route 12 operates westbound on Vine St., and later returns eastbound on Cameron St. toward downtown. The proposed Route 12 would operate in both directions on Vine St., Warden St. and 9th St. This change provides greater access to Delong Middle School and

businesses along Warden St. – especially for those living or traveling from west of Clairemont Ave. Today, very few people board Route 12 along Cameron St. (less than 1 per day, on average), suggesting this change would have very limited negative impacts on existing riders. Additionally, Route 21 would continue to operate on Cameron St. between Warden St. and 9th St., so those living along Cameron St. would continue to have service to and from the Transfer Center in downtown.

Route 18: Compared to today, the proposed Route 18 would shift a few blocks east to operate on Chapin St., Highland Ave., and Fairfax St. This change would be necessary to accommodate proposed replacement of Route 17 with Route 71. Shifting Route 8 would introduce service to the commercial area near Fairfax St. and Highland Ave., while providing relatively frequent service (every 30 minutes) in both directions along Highland Ave., Chapin St., and Main St.

Route 20: Today, Route 20 operates between the downtown Transfer Center and Mayo Clinic via Barstow St. and Riverfront Terrace, and Madison St.; to return to the Transfer Center, the route uses 5th Ave. and Lake St. (the same path as Route 12). The proposed Route 20 would operate between the downtown Transfer Center and Mayo Clinic in both directions (eastbound and westbound) via Barstow St., Riverfront Terrace, and Madison St. This change would result in simpler path for Route 20 that is easier to use and understand, while providing additional transit service for the growing neighborhood along Riverfront Terrace.

	Route	Weekday					
		Existing			Proposed		
		Start of First Trip	Start of Last Trip	Frequency (minutes)	Start of First Trip	Start of Last Trip	Frequency (minutes)
8	Folsom - Vine	5:45 AM	9:15 PM	30/60	5:45 AM	10:45 PM	30/60
12	Delong	6:15 AM	9:15 PM	60	7:15 AM	10:15 PM	60
18	Memorial	6:15 AM	9:45 PM	30/60	6:15 AM	10:45 PM	30
20	Westridge	6:45 AM	6:45 PM	60	6:45 AM	6:45 PM	60

Cells highlighted green represent span/frequency improvements compared to today

Minor Route Changes Survey

Leave any comments here. Tell us why you do or don't like these draft recommendations. (You will b...

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Weekday Fixed Route Frequency Improvements

The near-term draft recommendations include increasing the frequency of service on several routes, including Routes 1, 9, 18, and 19, and restructured Routes 6 (replacing old Routes 5 and 6) and 21 (replacing old Routes 15 and 21).

	Route	Weekday			
		Existing		Proposed	
		Peak Period Headway (Minutes)	Off-Peak Period Headway (Minutes)	Peak Period Headway (Minutes)	Off-Peak Period Headway (Minutes)
1	Margaret – Mall	60	60	30	30
9	Water St	10	60	10	20
18	Memorial	30	60	30	30
19	Stein Blvd	13	20	10	20
5	Rudolph Rd	60	60	--	--
6	Putnam – Mall	60	60	30	30
15	West MacArthur	60	60	--	--
21	Shopko – Bollinger	60	60	30	30

Cells highlighted green represent span/frequency improvements compared to today

Compared to today, these changes would:

- Reduce waiting times, making the bus a more convenient option
- Increase accessibility to and from the Oakwood Mall and surrounding commercial area, South Middle School and

Fairfax St., UWEC upper and lower campuses, the Randall Park neighborhood, CVTC Business Education Center, and Sky Park Industrial Center, among others
- Reduce vehicle overcrowding during portions of the day
- Provide more late-night travel options

Weekday Frequency Improvements Survey

Leave any comments here. Tell us why you do or don't like these draft recommendations. (You will b...

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Weekday Fixed Route Span Improvements

Adding service in the evening was among the highest priority improvements identified by the community, including existing riders and those who don't use Eau Claire Transit. Extending the time when fixed route bus service is available increases convenience, making it easier to get around for those without access to a personal vehicle and those seeking a more transit-oriented lifestyle.

The near-term draft recommendations include increasing the span of service on several routes to operate later in the evening and/or earlier in the morning; those affected include Routes 1, 9, 12, 18, and 19, restructured Route 6 (replacing old Routes 5 and 6), restructured Route 21 (replacing old Routes 15 and 21), and new Route 71 (replacing old Route 17).

Route		Weekday			
		Existing		Proposed	
		Start of First Trip	Start of Last Trip	Start of First Trip	Start of Last Trip
1	Margaret - Mall	6:15 AM	9:15 PM	6:15 AM	11:15 PM
8	Folsom - Vine	5:45 AM	9:15 PM	5:45 AM	10:45 PM
9	Water St	6:50 AM	10:00 PM	6:50 AM	11:20 PM
12	Delong	6:15 AM	9:15 PM	6:15 AM	10:15 PM
18	Memorial	6:15 AM	9:45 PM	6:15 AM	10:45 PM
19	Stein Blvd	7:18 AM	10:38 PM	6:48 AM	11:18 PM
5	Rudolph Rd	6:15 AM	9:15 PM	--	--
6	Putnam - Mall	7:45 AM	6:45 PM	6:15 AM	10:45 PM
15	West MacArthur	7:45 AM	9:45 PM	--	--
21	Shopko - Bollinger	8:15 AM	6:15 PM	7:45 AM	10:45 PM
17	Altoona	6:45 AM	6:45 PM	--	--
71	Birch - Altoona	--	--	6:45 AM	10:45 PM

Cells highlighted green represent span/frequency improvements compared to today

Compared to today, these changes would:

- Add options, make taking the bus more convenient
- Enable travel to and from work and school later into the evening
- Improve access in the morning hours
- Introduce evening service to Altoona

Weekday Span Improvements Survey

Leave any comments here. Tell us why you do or don't like these draft recommendations. (You will b...

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Weeknight Network

The map to the right shows where transit service would be available after approximately 6:15 PM on weeknights under the draft recommendations.

The near-term draft recommendations propose service later in the evening for several routes: 1, 6, 8, 9, 12, 18, 19, 21, and 71 (replacing Route 17). However, several other routes -- including Routes 2, 3/4, 7, and 20 -- have historically shown relatively low demand on weekdays after approximately 6:00 PM, compared to other existing fixed routes. As such, Eau Claire Transit is considering how to continue serving these areas of the community in a more efficient way. Doing so may free up resources to be invested in other routes with greater proven demand.

	Route	Period	Weekday			Notes
			Start of First Trip	Start of Last Trip	Frequency (minutes)	
1	Margaret - Mall	Existing	6:15 AM	9:15 PM	60	
		Proposed	6:15 AM	11:15 PM	30	
2	Mt. Washington	Existing	5:45 AM	9:45 PM	60	
		Proposed	5:45 AM	5:45 PM	60	Area to be served on demand 6:15 PM - 10:45 PM
3	North High	Existing	5:45 AM	9:45 PM	60	
		Proposed	5:45 AM	9:45 PM	60	
4	Locust Ln	Existing	6:15 AM	5:15 PM	60	
		Proposed	6:15 AM	5:15 PM	60	
3/4	North High/Locust	Existing	4:45 PM	9:45 PM	60	
		Proposed				Area to be served on demand 6:15 PM - 10:45 PM
5	Rudolph Rd	Existing	6:15 AM	9:15 PM	60	
		Proposed	--	--	--	Replaced by restructured Route 6
6	Putnam - Mall	Existing	7:45 AM	6:45 PM	60	
		Proposed	6:15 AM	10:45 PM	30	Restructured to incorporate Route 5
7	West Clairemont	Existing	6:45 AM	9:15 PM	60	Tu. and Thurs. until 8:15 PM
		Proposed	6:45 AM	9:15 PM	60	Area to be served on demand 6:15 PM - 10:45 PM
8	Folsom - Vine	Existing	5:45 AM	9:15 PM	30/60	
		Proposed	5:45 AM	10:45 PM	30/60	
9	Water St	Existing	6:00 AM	10:00 AM	10/20/60	
		Proposed	6:00 AM	11:30 PM	10/20	
12	Delong	Existing	6:15 AM	9:15 PM	60	
		Proposed	6:15 AM	10:15 PM	60	
15	West MacArthur	Existing	7:45 AM	9:45 PM	60	
		Proposed				Replaced by restructured Route 21
17	Altoona	Existing	6:45 AM	6:45 PM	60	
		Proposed	--	--	--	Replaced by new Route 71
18	Memorial	Existing	6:15 AM	9:45 PM	30/60	
		Proposed	6:15 AM	10:45 PM	30	
19	Stein Blvd	Existing	6:48 AM	10:30 PM	13/20/60	
		Proposed	6:48 AM	11:48 PM	10/20	
20	Westridge	Existing	6:45 AM	6:45 PM	60	
		Proposed	6:45 AM	6:45 PM	60	Area to be served on demand 7:15 PM - 10:45 PM
21	Shopko - Bollinger	Existing	6:15 AM	6:15 PM	60	
		Proposed	7:45 AM	10:43 PM	30	Restructured to incorporate Route 15
71	Birch - Altoona	Existing	--	--	--	
		Proposed	6:45 AM	10:45 PM	60	New route replacing Route 17

Cells highlighted green represent span/frequency improvements compared to today; yellow highlights indicate replacement with on demand service

Following detailed review of historical ridership from spring 2017 through spring 2019 (pre-COVID-19), the near-term draft recommendations call for Routes 2, 3/4, 7, and 20 to no longer operate after approximately 6:15 PM, Monday through Friday. Instead, portions of the areas currently served by Routes 2, 3/4, 7, and 20 would be served on-demand (by request). These four routes, specifically, have a history of demand that is low

enough to accommodate with a different type ("mode") of transit service, one that would be less costly while also increasing convenience for those traveling to/from these areas. This on-demand mode of service is not capable of serving the number of people riding during other times of the day or in other areas of the existing fixed route service area.

The proposed on-demand service would be limited to weeknights by request using a mobile phone application, similar to using an Uber or Lyft. However, trips must meet a requirement: One end of a passenger's trip -- whether the beginning or the end -- would need to be located within the specific on-demand zone. For example, a passenger could request to be picked up near the downtown Transfer Center, but their destination must be within one of the weeknight on-demand zones (shown on the map in purple). Alternatively, a ride request could be made from one of the weeknight on-demand zones to any other location within the Eau Claire Transit service area.

The weeknight on-demand service would use small, accessible vehicles, like a minivan or small bus (e.g., like paratransit). Specialized dispatching software would be used to efficiently complete ride requests, as they are made, within a confirmed pick-up time window and with minimal wait times for passengers. This would be a service of Eau Claire Transit, but would likely be operated by a contractor, who would provide the necessary staff, vehicles, and specialized software.

Using smaller vehicles and dispatching service only when needed would likely result in a more efficient transit service in these areas during these times, allowing Eau Claire Transit to invest resources in other fixed routes that need to use larger buses to meet observed demand.

Why not replace Routes 2, 3/4, 7, and 20 altogether? Why limit to weeknights? Historical ridership data show that these routes have higher demand during the day -- so much so that a

fixed route bus is needed during other times to meed demand without significantly increasing the cost per rider.

Why not replace all fixed routes with on-demand zones? On-demand zones increase the possibilities of where passengers can be picked up/dropped off; this results in additional mileage and time necessary to complete each trip request. Conversely, fixed routes serve more limited areas (bus stops), but can carry more passengers more efficiently, with scheduled trips and greater capacity vehicles. If Eau Claire Transit replaced all of its fixed routes with on demand zones, we would need many, many more vehicles, and each passenger trip would be much, much costlier to provide.

Weeknight Network Survey

Leave any comments here. Tell us why you do or don't like these draft recommendations. (You will b...

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Saturday Network

The map to the right shows where transit service would be available on Saturday under the draft recommendations. The near-term draft recommendations propose the following routes operate on Saturday: 1, 3/4 (daytime), 6, 8, 9, 12, 18, 19, 21, and 71 (replacing Route 17).

Like on weeknights, review of historical ridership data show that Routes 2, 7, and 20 have relatively low ridership on Saturdays, compared to other existing fixed routes that run on Saturday. Eau Claire Transit is considering how to continue serving these areas of the community on Saturday in a more

efficient way. Doing so may free up resources to be invested in other routes with greater ridership.

Following detailed review of historical ridership from spring 2017 through spring 2019 (pre-COVID-19), the near-term draft recommendations call for Routes 2, 7, and 20 to no longer operate on Saturdays. Instead, portions of the areas currently served by Routes 2, 7, and 20 would be served on-demand (by request). Additionally, Route 3/4 is recommended to operate until 5:45 PM on Saturdays, as it does currently, and be served on-demand between 6:15 PM and 8:45 PM on Saturdays.

Route		Period	Saturday			Notes
			Start of First Trip	Start of Last Trip	Frequency (minutes)	
1	Margaret - Mall	Existing	8:15 AM	5:15 PM	60	
		Proposed	8:15 AM	9:15 PM	30	
2	Mt. Washington	Existing	8:45 AM	5:45 PM	60	
		Proposed	--	--	--	Area to be served on demand 6:15 PM - 8:45 PM
3	North High	Existing	--	--	--	
		Proposed	--	--	--	
4	Locust Ln	Existing	--	--	--	
		Proposed	--	--	--	
3/4	North High/Locust	Existing	8:45 AM	5:45 PM	60	
		Proposed	8:05 AM	5:05 PM	60	Area to be served on demand 6:15 PM - 8:45 PM
5	Rudolph Rd	Existing	8:15 AM	5:15 PM	60	
		Proposed	--	--	--	Replaced by restructured Route 6
6	Putnam - Mall	Existing	8:05 AM	5:05 PM	60	
		Proposed	8:45 AM	8:45 PM	60	Restructured to incorporate Route 5
7	West Clairemont	Existing	8:15 AM	5:15 PM	60	
		Proposed	--	--	--	Area to be served on demand 6:15 PM - 8:45 PM
8	Folsom - Vine	Existing	8:15 AM	6:15 PM	60	
		Proposed	8:15 AM	8:15 PM	60	
9	Water St	Existing	12:00 PM	5:00 PM	60	
		Proposed	7:40 AM	11:20 PM	20	
12	Delong	Existing	8:15 AM	6:15 PM	60	
		Proposed	8:05 AM	8:05 PM	60	
15	West MacArthur	Existing	8:05 AM	5:05 PM	60	
		Proposed	--	--	--	Replaced by restructured Route 21
17	Altoona	Existing	8:45 AM	5:45 PM	60	
		Proposed	--	--	--	Replaced by new Route 71
18	Memorial	Existing	8:45 AM	5:45 PM	60	
		Proposed	8:45 AM	8:45 PM	60	
19	Stein Blvd	Existing	--	--	--	
		Proposed	7:38 AM	11:38 PM	20	
20	Westridge	Existing	8:05 AM	6:05 PM	60	
		Proposed	--	--	--	Area to be served on demand 6:15 PM - 8:45 PM
21	Shopko - Bollinger	Existing	8:15 AM	5:15 PM	60	
		Proposed	8:15 AM	8:15 PM	60	Restructured to simplify
71	Birch - Altoona	Existing	--	--	--	
		Proposed	8:45 AM	8:45 PM	60	New route replacing Route 17

Cells highlighted green represent span/frequency improvements compared to today; yellow highlights indicate replacement with on demand service

These four routes, specifically, have a history of ridership demand that is low enough to accommodate with a different type ("mode") of transit service, one that would be less costly to operate while increasing convenience for those traveling to/from these areas. This on-demand mode of service is not capable of serving the number of people riding on Saturdays in other areas of the existing fixed route service area.

The Saturday on-demand service would operate the same as it does for on-demand weeknights, using small, accessible vehicles, like a minivan or small bus (e.g., like paratransit). Specialized dispatching software would be used to efficiently complete ride requests, as they are made, within a confirmed pick-up time window and with minimal wait times for passengers. This would be a service of Eau Claire Transit, but would likely be operated by a contractor, who would provide the necessary staff, vehicles, and specialized software.

Using smaller vehicles and dispatching service only when needed would likely result in a more efficient transit service in these areas on Saturday, allowing Eau Claire Transit to invest resources in other fixed routes that need to use larger buses to meet observed demand.

Why not replace Routes 2, 3/4, 7, and 20 altogether? Why limit to Saturdays? Historical ridership data show that these routes have higher demand during the daytime on weekdays -- so much so that a fixed route bus is needed during other times to meet needs without significantly increasing the cost per rider.

Why not replace all fixed routes with on-demand zones? On-demand zones increase the possibilities of where passengers can be picked up/dropped off; this results in additional mileage and time necessary to complete each trip request. Conversely, fixed routes serve more limited areas (bus stops), but can carry more passengers more efficiently, with scheduled trips and greater capacity vehicles. If Eau Claire Transit replaced all of its fixed routes with on-demand zones, we would need many, many more vehicles, and each passenger trip would be much, much costlier to provide.

Saturday Weeknight Network

Leave any comments here. Tell us why you do or don't like these draft recommendations. (You will b...

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Longer-Term: On-Demand Expansion Zones

Throughout the project, bus riders and community members consistently identified a few areas that were not currently served by transit, but that should be. These included:

- Northwest Eau Claire, including the Mendards Distribution Center and CVTC campuses along U.S. Highway 12
- Lake Hallie near northeast Eau Claire
- South of Interstate 94 near Highway 93

However, these areas are difficult to efficiently serve with a large fixed route bus, given their distance from downtown Eau Claire and important connections to the rest of the fixed route network. Given this, the proposed recommendations is to open these three zones to on-demand service. This service would be similar to that proposed for select areas on weeknights and Saturdays, but without the same time/day restrictions.

The proposed on-demand service would be available by request using a mobile phone application, similar to using an Uber or Lyft. However, trips must meet a requirement: One end of a passenger's trip -- whether the beginning or the end -- would need to be located within an on-demand zone. For example, a passenger could request to be picked up near the downtown Transfer Center, but their destination must be

within one of the three expansion on-demand zones (shown on the map in orange). Alternatively, a ride request could be made from one of the three expansion on-demand zones to any other location within the Eau Claire Transit service area.

Like comparable weeknight and Saturday on-demand service, the three expansion on-demand zones would use small, accessible vehicles, like a minivan or small bus (e.g., like paratransit). Specialized dispatching software would be used to efficiently complete ride requests, as they are made, within a confirmed pick-up time window and with minimal wait times for passengers. This would be a service of Eau Claire Transit, but would likely be operated by a contractor, who would provide the necessary staff, vehicles, and specialized software.

Using smaller vehicles and dispatching service only when needed would likely result in a more efficient transit service in these areas during these times, allowing Eau Claire Transit to invest resources in other fixed routes that need to use larger buses to meet observed demand.

Importantly, the on-demand expansion zones are an efficient way to test these new markets to see if they warrant additional investment. An on-demand service to these expansion zones could eventually turn into a regular fixed route, which would be more efficient and provide greater reliability if enough people begin using the service.

The on-demand expansion zones are proposed for longer-term implementation, given that they would increase the overall Eau Claire Transit service area. However, this service would use the same resources (vehicles, staff, dispatching software) necessary for the weeknight and Saturday on-demand services.

Longer-Term: On-Demand Expansion Zo...

Leave any comments here. Tell us why you do or don't like these draft recommendations. (You will b...

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Longer-Term: Sunday Network

Adding fixed route service on Sundays has been a request of Eau Claire Transit riders for several years. In particular, non-student riders identify Sunday service as a high priority improvement. Doing so would increase opportunities -- for employment, healthcare, and social activities -- for those without access to a personal vehicle or who choose to live a transit-oriented lifestyle.

The long-term recommendations include the addition of Sunday service comparable to that which is proposed for Saturday (shown in the map to the left). Providing comparable service on Saturday and Sunday would result in a more convenient and robust transit network.

The addition of Sunday service continues to present several challenges. Implementing the Saturday fixed route network on Sundays would require significant financial investment -- significantly limiting the amount of improvements that could be made on weekdays, weeknights, and Saturdays. More importantly, the addition of Sunday service would presents staffing challenges, as it would require the hiring of several new bus drivers. Like most transit providers in the nation, Eau Claire Transit has struggled to hire enough bus drivers to operate the amount of transit service that it would like to.

Eau Claire Transit recognizes the continued demand for fixed

route service on Sundays. Despite continuing challenges, the addition of Sunday fixed route service remains a longer-term objective.

Longer-Term: Sunday Network Survey

Leave any comments here. Tell us why you do or don't like these draft recommendations. (You will b...

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Longer-Term: New Route to Sonnentag Centre

The Sonnentag Centre is a planned major event facility, a 24-hour fitness facility, a fieldhouse with artificial turf, academic space for UWEC's kinesiology program, and a Mayo Clinic Health System clinical location. It will be located on Menomonie St. adjacent to Hobbs Ice Center and a major destination for UWEC students and community members. Groundbreaking was scheduled to begin July 2020, but has been temporarily suspended in light of the COVID-19 pandemic.

The long-term recommendations include the creation of Route 91, a new route to serve the Sonnentag Centre, UWEC upper and lower campuses, and surrounding areas (shown in dark puple on the map). One round trip on Route 91 would take approximately 30 minutes.

Route 91 would replace existing Route 19. It would operate during the same times as Route 9, which would continue to serve the Randal Park and Third Ward neighborhoods, UWEC lower campus, downtown Transfer Center, and Haymarket

Plaza. Routes 9 and 91 would meet for transfers at Centennial Hall on the lower campus.

Day of Week	Route	Existing [Trip Time (Headway)]	Proposed: Long-Term [Trip Time (Headway)]
Weekday	Route 9	6:50 AM-8:00 AM (20) 8:20 AM-3:50 PM (10) 4:10 PM-4:30 PM (20) 5:00 PM-10:00 PM (60)	6:50 AM-7:10 AM (20) 7:20 AM-4:50 PM (10) 5:00 PM-11:30 PM (20)
	Route 19	6:48 AM-11:48 AM (20) 12:00 PM-4:48 PM (13) 5:30 PM-10:30 PM (60)	--
	Route 91	--	6:18 AM-6:48 AM (30) 7:18 PM-4:58 PM (10) 5:18 PM-11:18 PM (15)
Saturday	Route 9	12:00 PM-5:00 PM (60)	7:40 PM-11:30 PM (20)
	Route 19	--	--
	Route 91	--	7:38 AM-11:38 PM (15)

Cells highlighted green represent span/frequency improvements compared to today

Longer-Term: New Route to Sonnentag ...

Leave any comments here. Tell us why you do or don't like these draft recommendations. (You will b...

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Longer-Term: New Crosstown Route

The longer-term recommendations include the creation of Route 85, a new route to connect northwest Eau Claire, Mt. Washington, UWEC upper campus and surrounding medical facilities, and the broader Oakwood Mall area. This route would enable east-west crosstown travel without needing to travel through downtown Eau Claire and the Transfer Center.

Importantly, it provides many new options for those living in northwest Eau Claire and Mt. Washington, who are required to use Routes 2, 12, or 20 to first get downtown in order to access important community destinations to the southeast.

Route	Weekday			Saturday		
	Start of First Trip	Start of Last Trip	Frequency (minutes)	Start of First Trip	Start of Last Trip	Frequency (minutes)
85 Crosstown	7:45 AM	9:15 PM	45	8:45 AM	8:45 PM	45

Route 85 would be the longest in the Eau Claire Transit system, and would take approximately 90 minutes to make a round trip. It would create transfer opportunities outside of downtown with Routes 1, 2, 6, 7, 12, 9, 19/91, 20, and 21.

Longer-Term: Other New Routes Survey

Leave any comments here. Tell us why you do or don't like these draft recommendations. (You will b...

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Submit Additional Comments

Take this brief survey to help us better understand how we can best serve the community. The survey includes opportunities to submit additional comments about the draft service recommendations or other aspects of the TDP project.

Comments on Draft Service Recommendations

Table 90: Comments Collected on StoryMap in Response to Draft Service Recommendations

Recommendation	Response to "Do you support this recommendation?
Routes 1, 5 & 6	Restructuring this route is a good investment due to the high density of apartment housing in the Fairfax St and Golf Road areas, as well as a tool for university students to go shopping at the Mall, and Walmart. I often see many people along the Golf Road and Fairfax St routes. Bus shelters or benches would be a nice investment. Especially on the stops on Fairfax St, Golf rd. between Fairfax and 93, at the Marshfield clinic on Golf Road, and even at the various shopping centers (private property, see if they would foot the bill for a bench or shelter?)
Routes 1, 5 & 6	I support the recommendation! I live between Routes 1 and 6, and hope to ride to UWEC much more regularly once the pandemic has passed. Being able to commute earlier/later will offer me more flexibility. I especially love the increased frequency! I'm excited to ride. :-) Thanks for your work! The presentation was awesome! I wish the maps had a legend or were better annotated, though.
Routes 1, 5 & 6	The extension of late evening bus service for both routes 1 & 6 would be a big improvement in waiting times would also encourage more people to use the bus. One thing that has lacked for several years is the fact that there is no bus service connecting the area south of Interstate 94 along the Hwy 93 corridor. This area would include Mills Fleet Farm, Gold's Gym, Action City, the Metropolis Hotel and Florian Gardens conference center, the Eau Claire County Fair Grounds and Lowe's Creek Park. This area should be further studied. A circulator bus might be needed for this area if future growth expands southward along Hwy 93. The Hwy 53 corridor south of Interstate 94 should be studied as new commercial and residential growth continues.
Routes 1, 5 & 6	Looks great it would eliminate the bus stop outside our business that results in a lot of garbage left on our business property and people using our break table out back as there personal waiting area
Routes 1, 5 & 6	This is genius. Love the priority to really beef up Route 6 because I think it can be a workhorse connecting UWEC and the Third Ward to the mall area and downtown with every half hour service, and perhaps it should stop at Centennial Hall to make it easy for students to get to the mall all day and night. A lot of students aren't familiar with State Street buses. Like how this goes later into the night, especially students and community members can go shopping later and get to jobs out there. Only major flaw is that Target and Festival are not served directly by either route. I also prefer Route 6 to go by BAM and Best Buy. Right now State Street is only once an hour service in the evening so this would be huge.
Routes 3 & 4	Leaving out Lake Hallie and Chippewa Falls is a major concern that the restructure of Routes 3 and 4 have to the Community
Routes 3 & 4	I support these restructuring ideas and rerouting. One suggestion I have if these routes were to be nearly identical but just run opposite directions, would be to use the same number and just put "A" and "B" following the route number. This might better help a rider understand the routes are similar.
Routes 3 & 4	Restructuring Routes 3 & 4 with more trip frequency between the North Side and Downtown makes sense. Having 30 minute bus frequency versus the current 60 minute frequency is a game changer for people who want more travel time options. Establishing a new 71 bus route for Woodman's would be a big improvement and save time off the existing 17 bus route to Altoona. Request Service to the Chippewa Valley Regional Airport is a good option but more details on how this service to the Airport would work, should be explained. Also important to know if a request drop-off or pick-up to or from the Airport would compromise or delay the on time performance of the overall route.
Routes 3 & 4	I support these changes overall. It adds frequency AND it makes the routes far less confusing. They wind around way too much right now, and try to go to too many places without being efficient. A bit concerned about taking away evening service and replacing it with on-demand, but of all the areas in the city the north side is the most difficult to serve with fixed route so understand. As long as Route 71 services the Birch Street area into the evening and night this should work out, because that area needs fixed route service in the evening, but losing evening service in Mt Simon area is a concern. Okay with making airport by request. I use these routes to get to Chippewa Falls, because I can bring my bike on the bus and get half way there.

Recommendation	Response to "Do you support this recommendation?
Routes 9 & 19	I strongly support these recommendations. These recommendations make taking the bus as a student in the city very attractive as an option and may impact the students future tendencies and opinions towards public transportation after graduation. The frequency of service helps with getting to and from classes and around campus easily and reliably, late night service makes for safer trips (not having to walk), and Saturday and Sunday service makes this possible for lots of students who may not have a car or want to bring a car because the service is of such a high level one is not needed to go to school in our community, which is a great asset to have.
Routes 9 & 19	Offering later evening bus service on these two routes makes sense. The goal is to get UW Eau Claire Students out of vehicles and use the buses, especially later at night. Offering later night bus operations might encourage people to leave their cars parked and use the bus for later evening trips. This might also encourage people who are of legal age to drink to use the evening buses instead of driving while under the influence of alcohol. Could cut down on car accidents related to drunk driving.
Routes 9 & 19	I'd support this recommendation if official cost increases were included in these changes. What will this cost to students? Are there ridership numbers to support these changes and the potential cost increase that would come from the proposal? Out of the 10,000 students that these routes serve, who was all surveyed? Is it encompassing to the entire body that contracts these services? I would support this if I knew students were receiving quality services for the prices they are paying. I would not support this if the increase raises costs for students specifically, and was not utilized to the full extent.
Routes 9 & 19	I support these changes. Many students want to go to the library in the evening, attend club meetings and campus events, take evening classes, and work on campus the evening, and this allows them to do that much more easily. I hear from many students that they choose to drive because the bus service cuts back to once an hour in the evening, and this would take away that excuse. Many students also want to access off-campus jobs in the evening quickly, which is another reason why the choose to drive, but this would allow them to leave campus and reach off campus jobs. This would definitely reduce parking in the Third Ward Neighborhood where I live, and would help the public reach on-campus events. Students want to avoid walking in the dark.
Routes 9 & 19	I support these changes, but considering finding a way to have the Route 9 service go in both directions (bi-directional), so that students don't have to go downtown first if heading home from campus when they live over by Water Street, or students living downtown don't have to go to Water Street before going to campus if on their way to campus. Route 19 service perhaps doesn't have a need to be as frequent as Route 9, because most of the students are taking the bus to avoid walking up the hill rather than having as much of a transportation need as students using Route 9. Some sort of alternative to a bus needs to be developed for students who just want to go up the hill, like an indoor escalator along the hill.
Routes 9 & 19	I would like to see an easy way to transfer from Route 12 to Route 9 somewhere along Lake Street, so that those living north of Lake Street or in Northwest Eau Claire could easily connect to UWEC without first having to transfer downtown. Also consider building an actual bus transit station at UWEC, perhaps in the place of Zorn Arena/Brewer Hall, and even have Route 6 stop there so students and others can easily transfer to the mall area.
Restructure Routes 15 & 21	Restructuring of the 15 and 21 routes so there is better alignment within those neighborhoods makes sense. It will make transit an easier choice to use in that area.
Restructure Routes 15 & 21	Great job with reducing duplication and adding simplification. A lot less confusing. Consider a different name since Shopko is gone now and few people know what Bollinger is. Maybe something like West MacArthur & Sky Park. Have some concerns about making sure there are viable bus stops for Imperial Circle, and safe pedestrian access to Shopko Plaza area. A huge benefit is that this includes every half hour service in the evening, but please consider having this route start earlier, like 6:15am, because starting at 7:45am is not early enough for a lot of people to get to work. Confusing right now in early morning with Route 7 doing something different. Need to clean that up.
Replace Route 17 with new Route 71	I think the new Route 71 is a very promising proposal! By going to the Birch St Festival then work towards River Prairie to Woodman's and then Altoona, it will be a very invaluable route to serve both the Eau Claire and the Altoona community

Recommendation	Response to "Do you support this recommendation?
Replace Route 17 with new Route 71	In addition to Woodman's, incorporating service into the two? existing bus stop shelters in River Prairie would be ideal in the future. Or have one of the shelters moved or added to Woodman's. There are many events in River Prairie over the summer that might benefit the presence of utilizing the stops in River Prairie as walking to Woodman's from the River Prairie side might be unappealing for a potential rider.
Replace Route 17 with new Route 71	This route should be run to 3rd street east again as it used to be. There are numerous small children living on Division St now plus a daycare center. There are always small children playing on the corner of Division St and Garfield. The area is too residential for a bus to be running through on Division St - especially until much later at night now. Signed: Someone who lives on Division and Garfield and gets scared for the children every time the bus comes by.
Replace Route 17 with new Route 71	Replacing Route 17 with a new route 71 will be an improvement. This will give Altoona residents better service options especially on the eastern side of Altoona which are not currently being served. If Altoona continues to grow or expand, an additional route or small circulator route might be needed within Altoona to meet growing demand or changes in the future.
Replace Route 17 with new Route 71	excellent near term solution for serving Altoona, greater ability for people to get around within Altoona, not simply to ride into EC- getting river prairie and traditional heart of the city connected. great to see Hillcrest estates and Solis Circle included, and the routes run late into the evening hours for people.
Replace Route 17 with new Route 71	I support this. I hope Altoona makes the additional necessary investment. I just met a guy who lives at the trailer park on the east side of Altoona yesterday, and he lives without a car and bikes to the bus stop by the Altoona High School to catch the bus to Eau Claire. He is in great need of service to the trailer park. Having the evening service will be huge. Also great that this goes down Birch Street where a lot of riders need service in the evening. Connect almost all of Altoona to itself as well as to Eau Claire. Service to NW part of River Prairie is also critical. Would get people there from Eau Claire in time for a meeting at the hour, which is key for events at River Prairie Center.
Minor Route Changes	I think not expanding Route 20 to also include the Menards DC and the North Crossing McDonald's on North Crossing that is the greyhound bus stop is a missed opportunity
Minor Route Changes	Minor changes to routes 8, 12, 18 and 20 would be beneficial to the overall operations and offering some commercial and residential neighborhoods better access to certain routes with some improvements to frequency.
Minor Route Changes	I support the changes to Route 12. Bus stop inbound on 9th St should be at James Street just like the outbound bus stop is, because this is a popular and central intersection for the neighborhood. I would prefer that Route 20 continue to use Bellinger/5thAve/Lake Street for inbound trips to provide better access to Mayo, Carson Park, Courthouse, and closer access to Water Street and UWEC. Consider having Route 20 also run in the evening to provide every half hour service along the Cameron St corridor in collaboration with Route 12. Some concerns with Route 18 no longer serving Chauncey St area which reaches a lot of people but I know is sometimes difficult to access given narrow streets. Neutral on Route 8 changes.
Weekday Frequency Improvements	I love having more frequent bussing options on weekdays because it makes riding more convenient for me. I also appreciate the expanded timetables, allowing me to leave home earlier and/or commute back to home at a later time. I support the recommendation with gratitude!
Weekday Frequency Improvements	This is simply nowhere near frequent enough to make riding the bus a viable option. Every 60 minutes is not good enough. I can walk there in that amount of time.
Weekday Frequency Improvements	Expanding frequency on routes 1, 9, 18 and 19 will hopefully encourage more ridership and consistency. Restructuring routes 5,6, 15 and 21 will also better serve some neighborhood areas that are not currently served with nearby service routes.
Weekday Frequency Improvements	Frequency is so key. Need every half hour service on city routes, and every 10 minutes during peak times for Route 9, and every 20 minutes in evening for Route 9. Only concern is that focus is on south and east Eau Claire, rather than on improving service for NW by Cameron Street which is really key and have a lot of people with more modest incomes. Could beef up Route 20 in the evening or something, so people have access to the grocery store at Festival.

Recommendation	Response to "Do you support this recommendation?
Weekday Span Improvements	Expanding the service on fixed routes to operate later into the evening is a good decision and a win for transit riders. Offering more earlier morning times on some routes also makes sense when aligning times to coordinate with school start times and some early morning job start times.
Weekday Span Improvements	Please bring Route 12 (DeLong) to 11:15pm, to match the other extended route spans. Have Route 20 go into the evening so that there is every half hour service in the Cameron St area into the evening. Great to see all the other hour extensions.
Saturday & Weeknight Network	The Saturday & Weeknight Network plan with "On Demand Service" being proposed in areas that would not be served by evening bus service after 6:15 pm seems logical and cost effective. The study plan shows pink shaded areas that would be considered "On Demand Service" areas. One major flaw exists here. Eau Claire Transit does not currently provide bus service to the Chippewa Valley Technical College-Manufacturing Education Campus located on Alpine Road. Eau Claire Transit does not offer bus service to the Chippewa Valley Technical College-Energy Innovation Education Campus located on Campus Drive near the North Crossing area off U.S. Hwy 12. These areas should be included in the 'On Demand Service" area shaded in pink. Don't overlook.
Saturday & Weeknight Network	The recommendations put forth for Saturday and the Weeknight Network seem logical and cost effective while still providing needed transit services to people who need to get around Eau Claire.
Saturday & Weeknight Network	Interesting ideas, but it seems like the Festival Foods area on the NW should be prioritized for fixed route service rather than on-demand, because currently there is no service at all and it cannot be judged to not be viable when it doesn't currently exist. If the city wants to experiment with on-demand it seems like the north side is the place to start, since it is so large and difficult to serve with fixed route. Mt Washington is a tricky one, because it historically has had streetcar and later bus service consistently since the 1880s, and to cut it off in the evening would be weird. But it is an area with less demand. Just be aware that when Route 9 and 7 are not running then Water Street/Menomonie Street have no service.
Saturday & Weeknight Network	Route 20 should continue to operate on Saturdays for access to the only grocery store on the west side, and to have every half hour service along Cameron St in conjunction with Route 12. Find a way to maintain every 30 minute service along State Street on Saturdays too.
Sunday Network	Long Term Sunday service needs to happen sooner rather than later. This issue has been ongoing for way too long. Other communities find a way to offer some type of limited bus service on Sundays. Eau Claire Transit should consider doing an "On-Demand Sunday Service" for a trial period of 6 months and see how that goes. If On-Demand Sunday service can handle the needs, maybe a "fixed route service" on Sunday is not needed. If the Sunday On-Demand Service can't keep up, than going to a limited fixed Sunday route service might be something to reconsider. Sunday service will cost money either way. The City has to decide at some point if they are willing to make the necessary investments.
Sunday Network	Do not add Sunday the taxpayers don't want it. Of course the non tax payers want it they can call a Taxi or Uber
Sunday Network	I am a strong supporter of Sunday Service, but the challenge is that this TDP provides a lot of great investment ideas in weekday and Saturday service, so if I had to choose I would beef up weekday before starting Sunday service. But I do see Sunday service really increasing the viability of people to live in Eau Claire without a car, so I think it should be attempted but only if it can be pretty close to on par with Saturday service. A lot of people who need transit need to work hours on Sundays, and I have known people to walk for miles to get to church on Sundays. Sometimes Sunday is the only day that people have the day off to go shopping, visit friends, or do recreation or entertainment activities.
On-Demand Expansion Zones	The recommendations put forth for the Longer-Term On-Demand Expansion Zones is good. This only enhances people's ability to be mobile and to reach extended areas of the city. Taking an Uber or Lyft to these On-Demand expansion zones areas would still be expensive when compared to using city transit on demand. Thus, implementing a real need to offer Longer-Term On-Demand Expansion Zones.

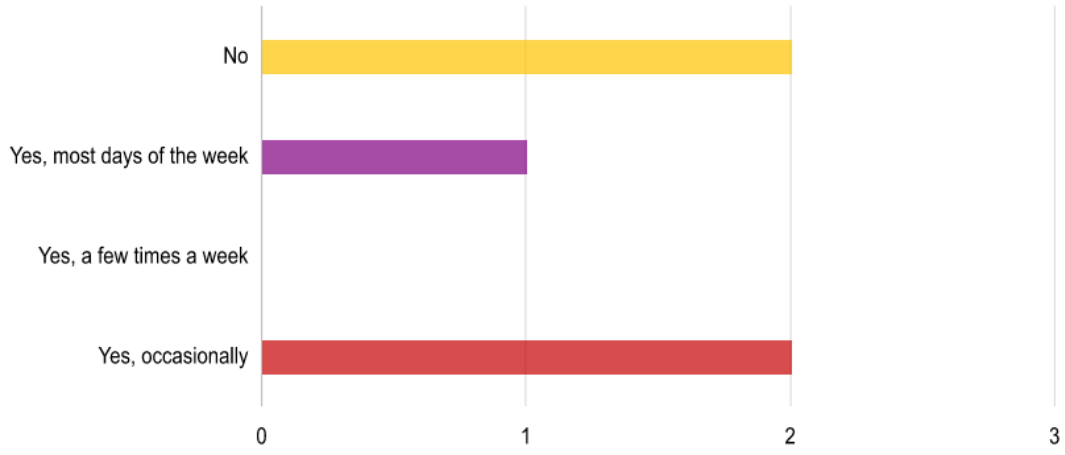
Recommendation	Response to "Do you support this recommendation?
On-Demand Expansion Zones	Should work with Chippewa Falls to develop a fixed route between downtown Chippewa Falls/Irvine Park and Eau Claire via Lake Hallie including the Lake Hallie Walmart. On-Demand in far NW Eau Claire including CVTC campuses and Menards Distribution Center, Greyhound Bus and Airport shuttle depots, and Silver Spring, etc. would be the best place to experiment, in addition to northside of evenings and weekends. On-Demand for access to areas south of I-94 along Lorch Avenue would be good, particularly for events at Metropolis and Florian Gardens, which are a long walk from Route 6 along Golf Road, which I have walked and biked from.
New Route: Sonnentag Centre	A newly proposed route to the future Sonnentag Centre makes sense. This would be beneficial to the Eau Claire Community and the UW Eau Claire Campus System.
New Route: Sonnentag Centre	Hard to imagine with so many unknowns regarding Sonnentag. Every supportive of UWEC moving forward and making sure transit is included.
New Route: Crosstown	This is a type of route I have longed for. One that does not require having to go downtown. Additionally, having two busses that operate clockwise and counter clockwise half the time apart from each other numbered A/B would also be appealing depending on what ridership ends up happening.
New Route: Crosstown	This proposed Cross Town bus route looks good on paper and from a planning perspective. However, one should question if the ridership numbers will be there to support it from the Northwest side of Eau Claire. It might be worth implementing on a trial basis to see how the actual ridership numbers add up.
New Route: Crosstown	Not sure how much time this would actually save people, plus it is on major highways for much of the way with no way for people to get on and off from neighborhoods along the way. Seems like a low priority but appreciate how it includes connecting UWEC upper campus to the rest of the community, because I think they feel cut off otherwise. Would have appreciated this when I lived on campus.

General Comments Received Through StoryMap

In addition to recommendation-specific comments, StoryMap users were provided an opportunity to provide more general feedback and answer questions about their use and preferences related to ECT. Summaries of responses to these questions are shown below.

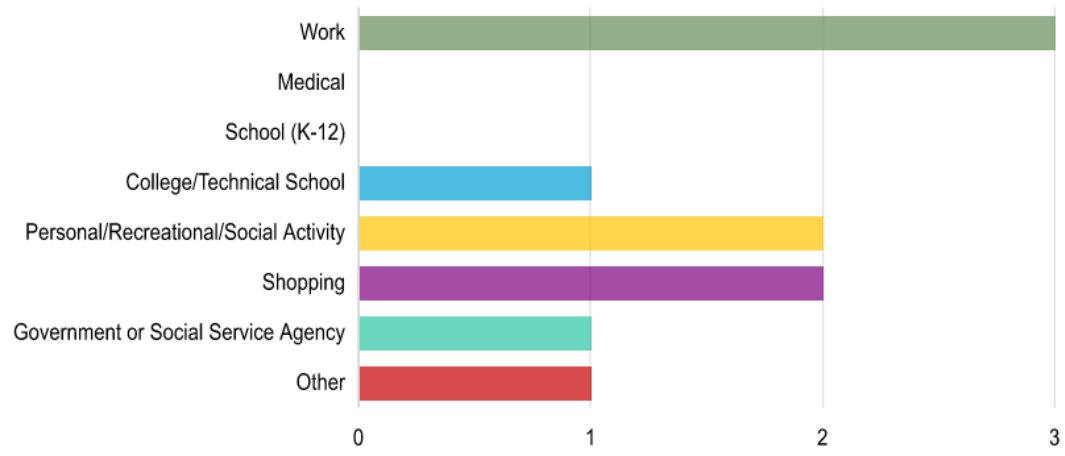
Eau Claire Transit Survey

Do you or anyone in your household use Eau Claire Transit on a regular basis? *



Answered: 5 Skipped: 0

When using Eau Claire Transit, what is your usual trip purpose? *

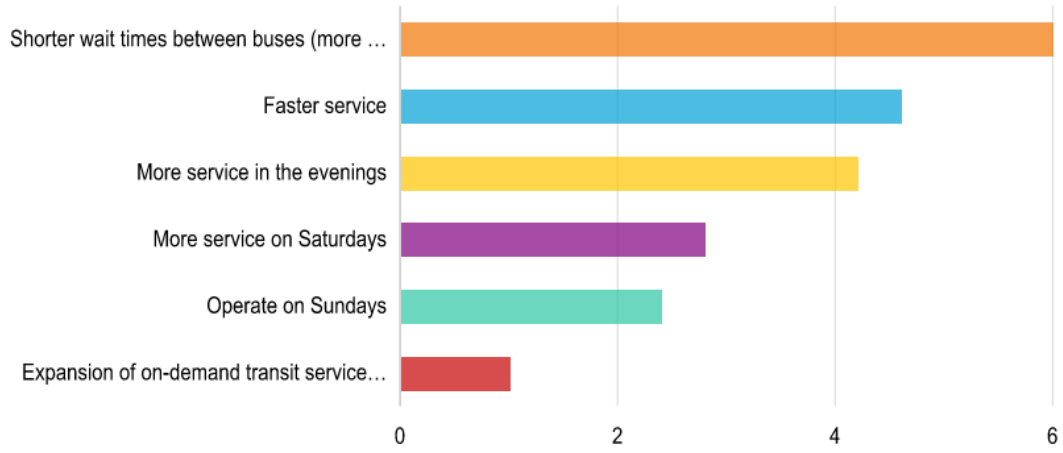


Response **Count**

I dont use Eau Claire Transit. This is a service that should be eliminated. Call an Uber or Lyft	1

Answered: 5 Skipped: 0

What would cause you or your household to use Eau Claire Transit more often? *



Rank	Answers	1	2	3	4		Average score	
1	Shorter wait times between buses (more frequent)	100% 5	0% 0	0% 0	0% 0	0% 0	6.00	0% 0
2	Faster service	0% 0	80% 4	0% 0	20% 1	0	4.60	
3	More service in the evenings	0% 0	20% 1	80% 4	0% 0	0% 0	4.20	0% 0
4	More service on Saturdays	0% 0	0% 0	0% 0	80% 4	20	2.80	
5	Operate on Sundays	0% 0	0% 0	20% 1	0% 0	80% 4	2.40	0% 0

Answered: 5 Skipped: 0

Please provide any additional details about these preferences, including those specific to a certain bu…

The word cloud requires at least 20 answers to show.

Response	Count
We live south of Highway 94 and would use if we could get a route near II (Deerfield Road). Many hou sing developments going on out there, and there are more to come near the Metropolis.	1
The preference choices listed above are not working in this survey. It is locked up and one could not p lace the importance of the numbers next to the choices listed.	1
Invest in the student routes and those serving retail from student population areas	1
I think Route 20 should operate in the evening to provide 30 minute service along Cameron St area in conjunction with Route 12, and provide evening access to the only grocery store on the NW side.	1
	0

Answered: 4 Skipped: 1

What other changes to would you like to see to improve Eau Claire Transit?

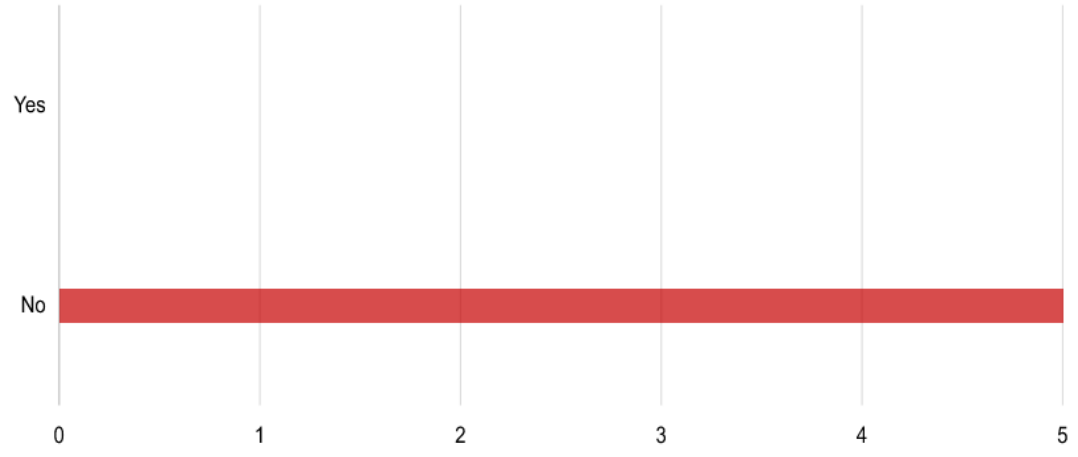
The word cloud requires at least 20 answers to show.

Response	Count
You have routes for Altoona, but nothing south of Golf Road. So much going on to the south! How abo ut a stop to the south?	1
Sunday Service. Lower prices for fares. Fare free if possible. For a first step, make if free for K-12 kid s and half fare for people experiencing low income. Better marketing and information about the bus sy stem would be great. The route map book has design flaws and and doesn't show bus stops. Needs t o be on paper that you can write on with a pen so that you can write helpful notes for people.	1
Much more benches, shelters, shelters with benches, and perhaps additional signage below existing s igns that can explain route times, the weekend and weeknight services, etc	1

Eau Claire Transit to move from City run to private enterprise. You spend way to much on large busses that are empty. If you must waste taxpayer dollars and stay around get rid of your busses and switch to short busses as your busses are almost always empty	1
Eau Claire Transit needs to start thinking about a Regional Transit Authority which would involve Dunn County, Eau Claire County and Chippewa County. Although Regional Transit Authorities are not permitted under current WI State Law, this needs to change. Eau Claire, Chippewa Falls, Lake Hallie and Menomonie would be better served by having a Regional Transit or Transportation Authority which could offer a wider array of bus services and transportation services. This would be more cost effective for everyone living in the Chippewa Valley. The time has come for Eau Claire City Planners, Eau Claire County Planners, Dunn County Planners and Chippewa County Planners to start addressing public transportation as a necessary regional service. The Chippewa Valley is growing into a small metropolitan area and needs better public transportation options. Eau Claire Transit will play a key role in how we move forward. This could be done by starting the discussion and engaging our communities.	1

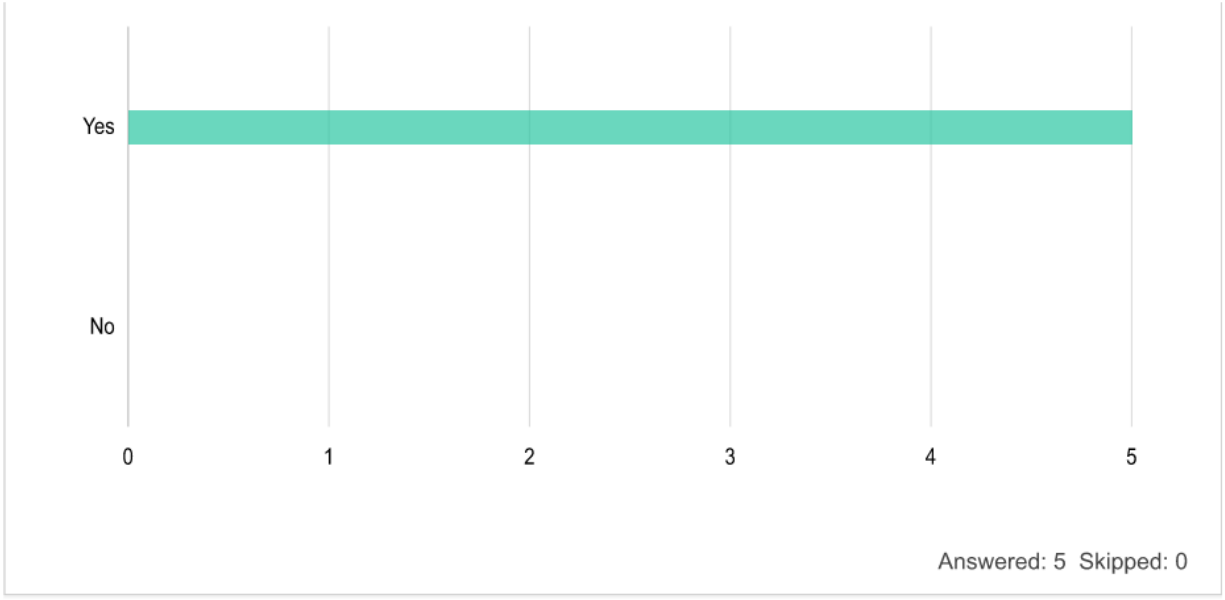
Answered: 5 Skipped: 0

Do you consider yourself to have a disability that limits your mobility?



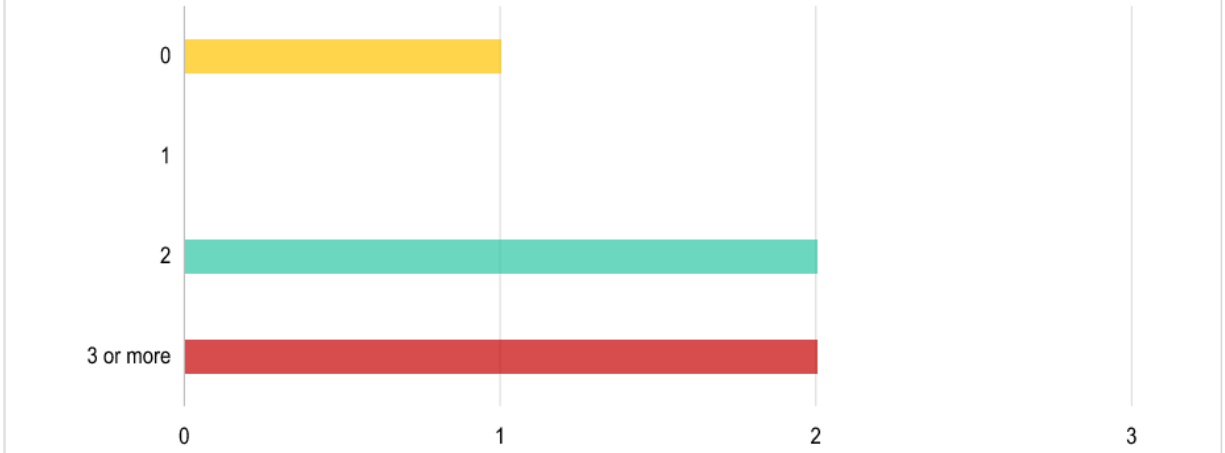
Answered: 5 Skipped: 0

Do you own a smart phone or other Internet-connected mobile device?



Answered: 5 Skipped: 0

How many working vehicles are available in your house-hold?



Answered: 5 Skipped: 0

APPENDIX F: PRESENTATION TO THE CITY OF ALTOONA PLAN COMMISSION

The TDP Project Team presented to the City of Altoona Plan Commission on October 27th; that presentation is include on the following pages. The Plan Commission were presented the recommended and alternative draft service concepts affecting Route 17 and Altoona; the TDP Project Team explained the recommendations and their potential impacts, and answered questions. Following discussion, the Plan Commission expressed support for the recommended service changes affecting Route 17 and service in Altoona.

Transit Development Plan

Presentation to the Altoona Plan Commission

October 27, 2020

Agenda

- Project Scope
- Public Engagement Summary
- Service Recommendations
- Discussion

Project Scope

Project Purpose

- To develop a five-year plan to guide Eau Claire Transit service, with an emphasis on future needs and sustainable growth

- Evaluate existing conditions, conduct authentic public engagement, and develop recommendations that are reflective of community needs

Project Tasks

- Establish policy goals and objectives
- Analyze existing conditions
- Perform needs analysis
- Public engagement
- Set priorities
- Develop service recommendations
- Implementation and funding plan

Public Engagement

Public Engagement

Strategies: Fall 2019

- Informal "pop-up" meetings in the community
- Small group discussions with stakeholders
- Two surveys: Passenger and Community

Public Engagement

Surveys

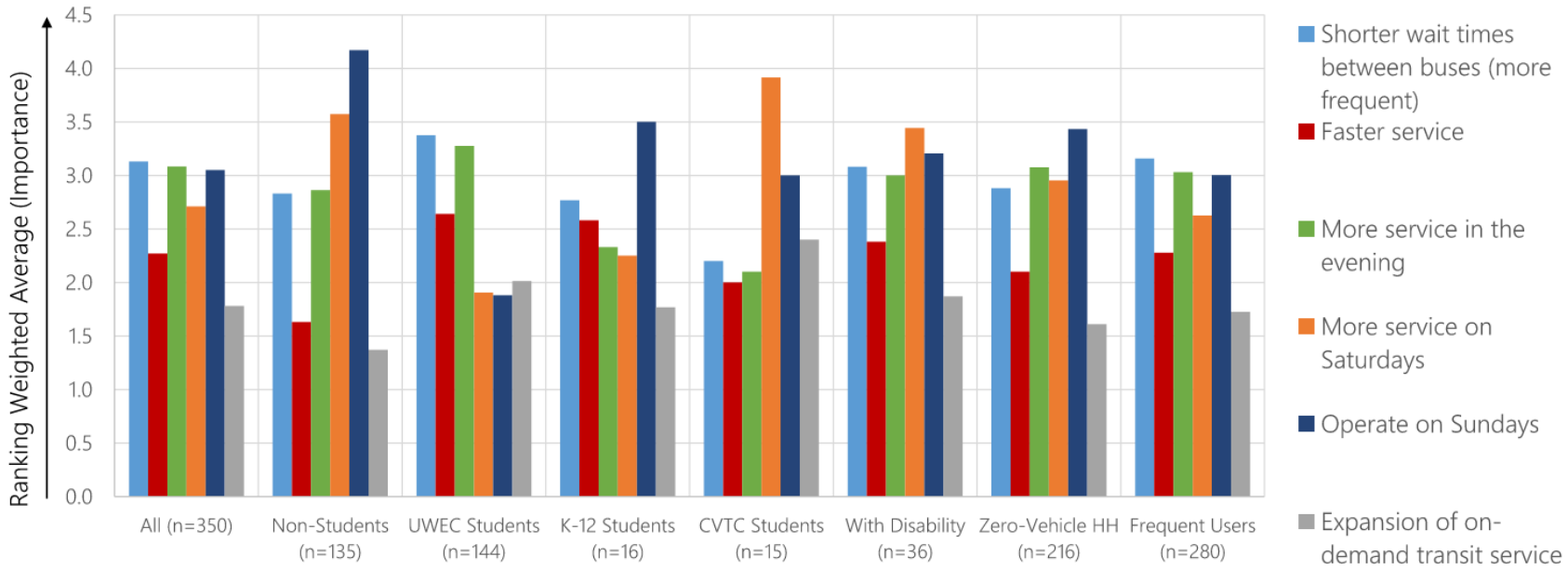
- Passenger Survey: 426 responses
- Community Survey: 413 responses
  - 40% use ECT regularly

Public Engagement: What We Heard

- The community values transit
- Non-users perceive transit as inconvenient option
- High customer satisfaction, but areas for improvement
  - Workforce transportation: Coverage and span
  - Add Sunday service
  - Evening and Saturday service improvements
  - More frequent service
  - Reliability concerns
- Priorities differ for different groups

Public Engagement: What We Heard

Passenger Survey Question: What would cause you to use Eau Claire Transit more often? Please rank these potential improvements to service



Public Engagement

Strategies: Summer and Fall 2020

- Draft service recommendations online presentation & survey
- General feedback online comment map
- Follow-up with stakeholders
- Virtual open houses
  - Sept. 22, 3:30-5:00 PM
  - Oct. 1, 5:30-7:00 PM
- Promoted on social media, website, email newsletters

Service Recommendations

Transit Service Planning Objectives

- Consider low performing route segments
- Minimize redundancy
- Simplify
- Improve directness
- Increase frequency

Service Recommendation Themes

- Route restructuring
- Extending weeknight and Saturday evening service
- Increasing frequency
- Expanding service area to serve new destinations
- Adding Sunday service

Restructured Routes

Notable changes recommended to routing/alignment

- Routes 3, 4 & 3/4
- Routes 5 & 6
- Routes 9 & 19
- Routes 15 & 21
- Route 17

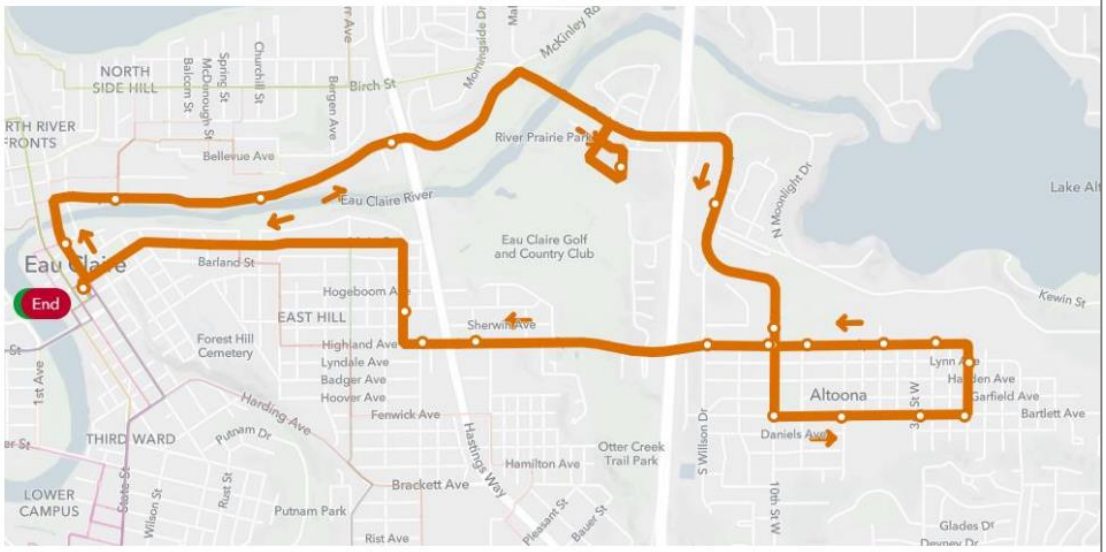
Minor changes recommended to routing/alignment

- Route 8
- Route 12
- Route 18
- Route 20

Restructured Routes: 17/Altoona

Current Service

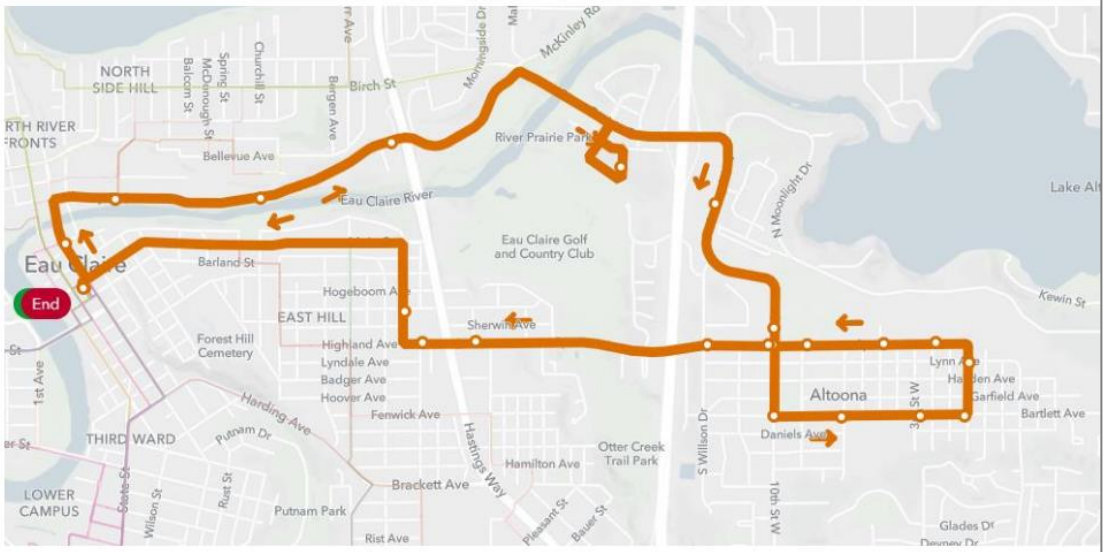
- Service to Woodman's, Altoona, and Eau Claire's East Hill neighborhood
  - 30-minute route
  - 1 roundtrip per hour (1 bus)
  - M-F: 6:45a-6:45p
  - Sat: 8:45a-5:45p



Restructured Routes: 17/Altoona

Needs Identified by Public and Stakeholders

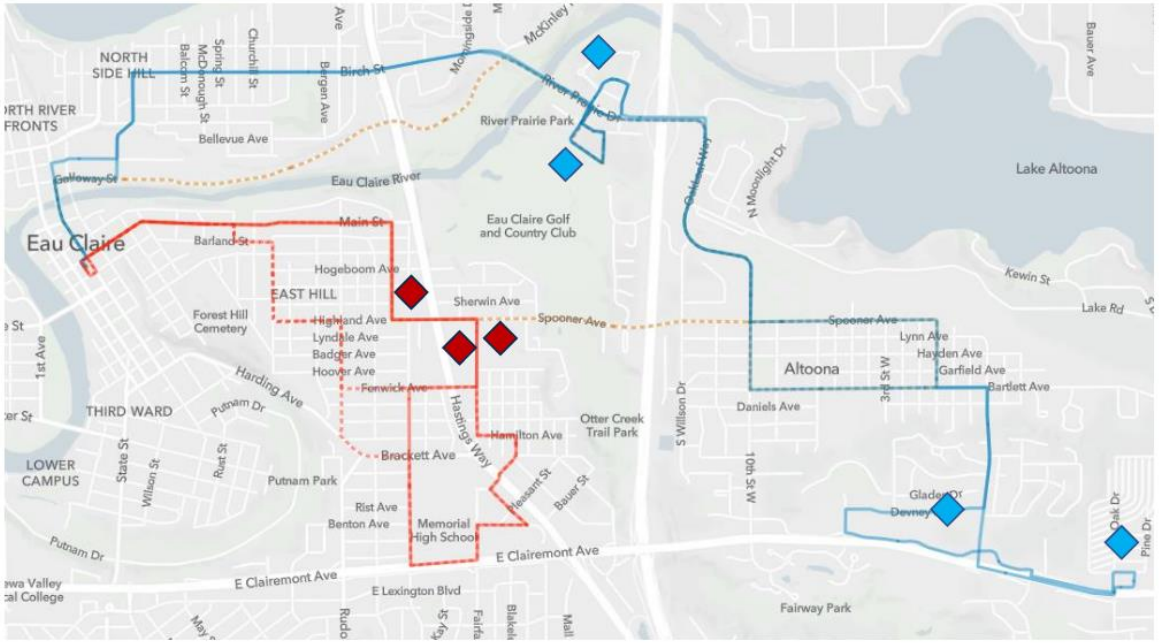
- Increased coverage in Altoona
  - River Prairie
  - Devney Dr.
  - Hillcrest Estates
- Bidirectional service in East Hill neighborhood
- Service later in the evening



Restructured Routes: 17/Altoona

Recommendation

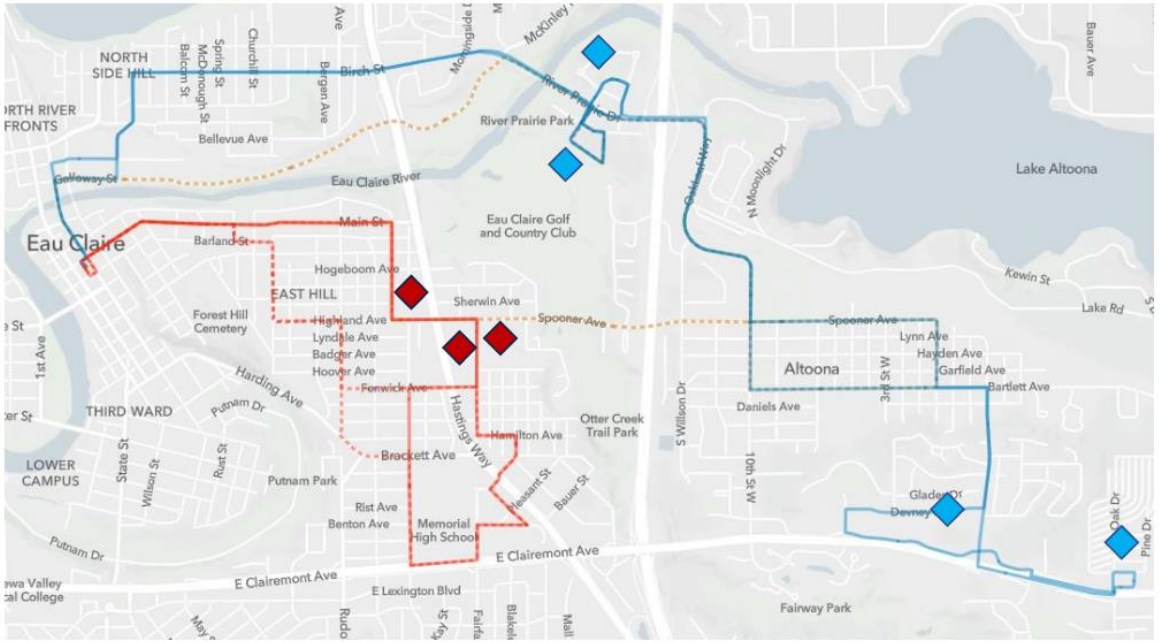
- Eliminate existing Route 17
- New Route 71 serving Birch St., Woodman's, River Prairie, central Altoona, Devney Dr./Solis Circle, Hillcrest Estates
- Shift Route 18 east by 0.5 miles to serve Heritage Apts., EastRidge Center and Eastridge Estates (Fairfax St.)



Restructured Routes: 17/Altoona

Recommendation

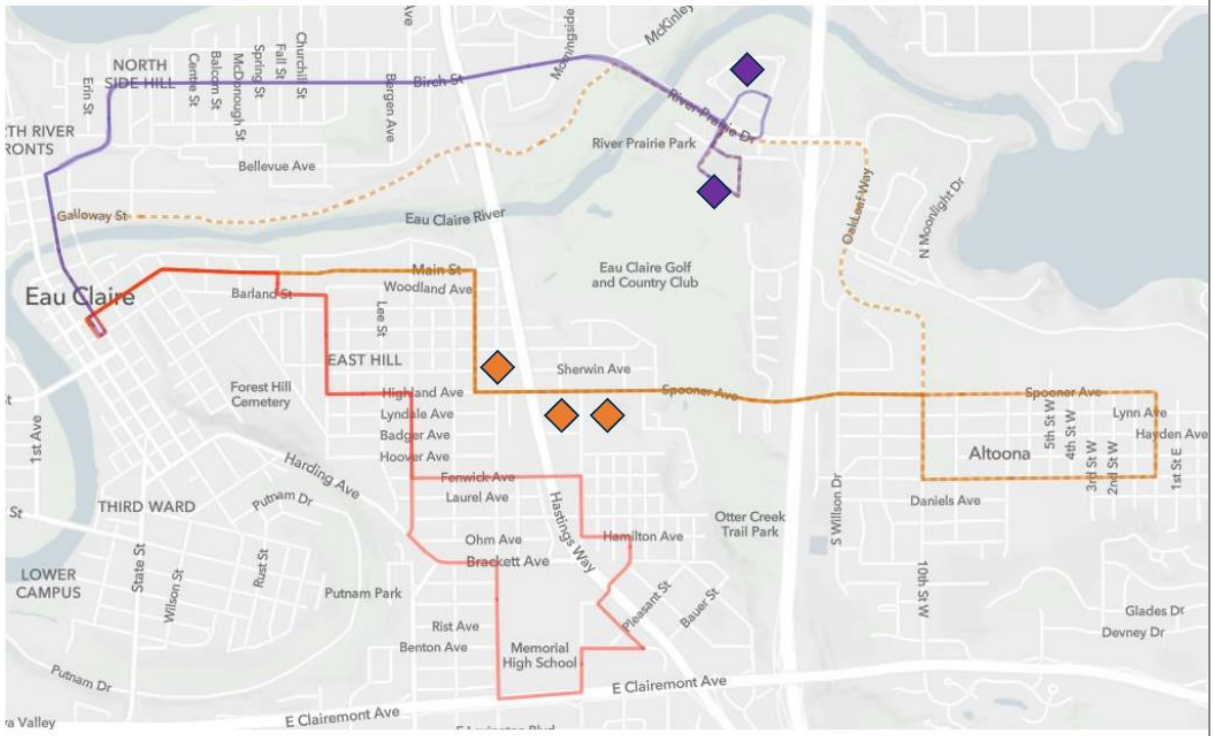
- New Route 71
  - 60-minute roundtrip
  - 1 trip per hour (1 bus)
- Service later in evening
  - M-F: 6:45a-10:45p (4 hours later)
  - Sat: 8:45a-8:45p (3 hours later)



Restructured Routes: 17/Altoona

Alternative

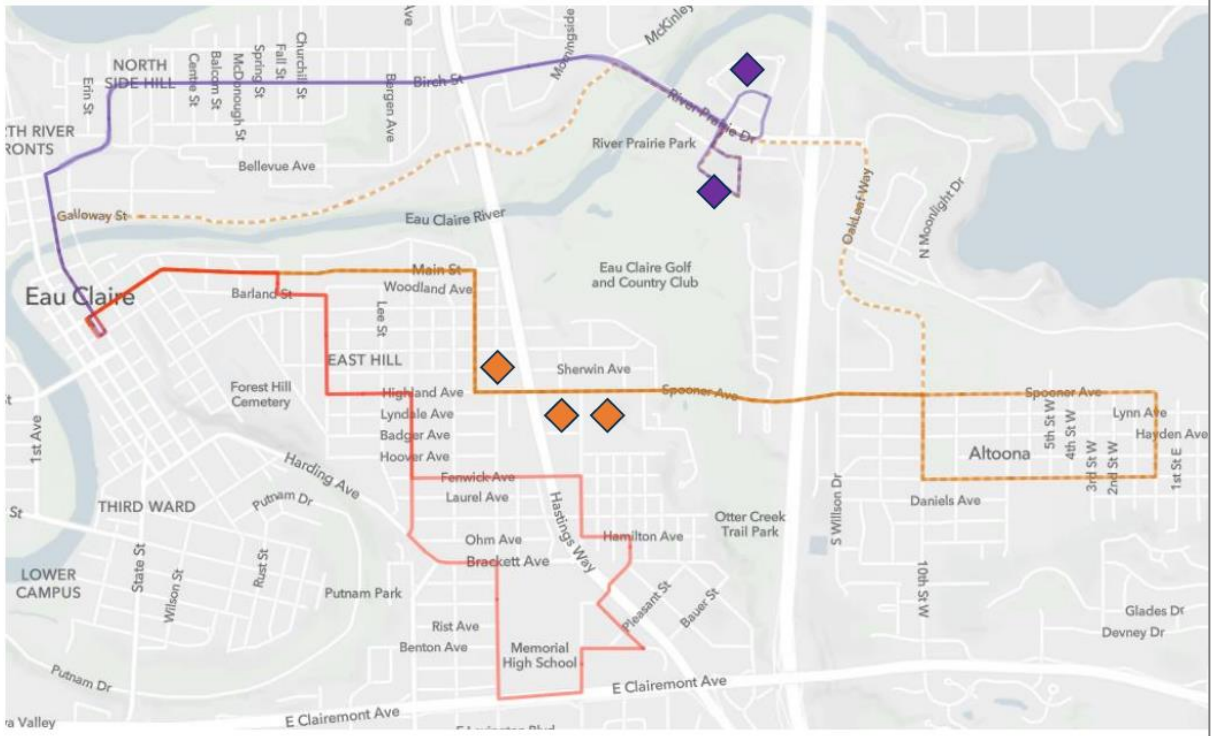
- Replace Route 17 with old routing via Main, Chapin, and Highland/Spooner
  - Bidirectional service in East Hill neighborhood
  - Bidirectional service to/from EastRidge Center and Eastridge Estates
- Introduce new Route 70
  - Service to River Prairie and Woodman's
- Keep Route 18 as is



Restructured Routes: 17/Altoona

Alternative

- Old Route 17
  - 30-minute roundtrip
  - 1 trip per hour (1 bus)
  - Service later in evening
    - M-F: 6:45a-10:45p (4 hours later)
    - Sat: 8:45a-8:45p (3 hours later)
- New Route 70
  - 30-minute roundtrip
  - 1 trip per hour (1 bus)
  - Service later in evening
    - M-F: 7:15a-10:15p
    - Sat: 8:15a-8:15p



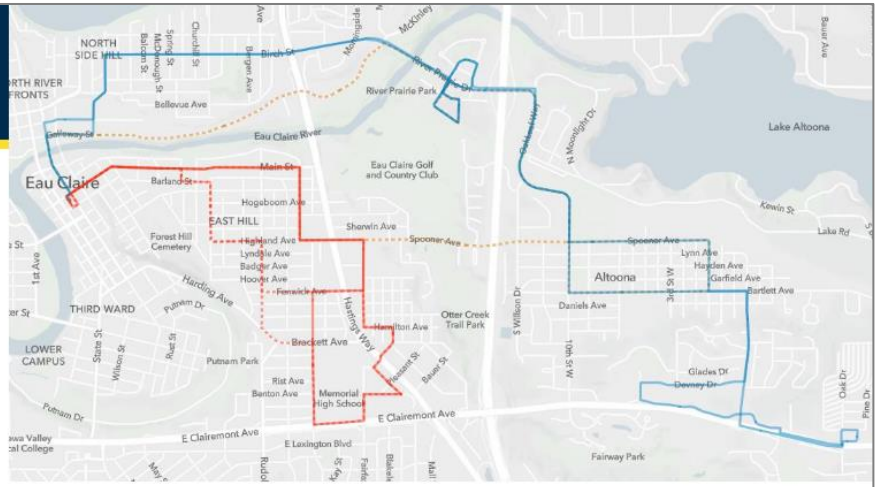
Restructured Routes: 17/Altoona

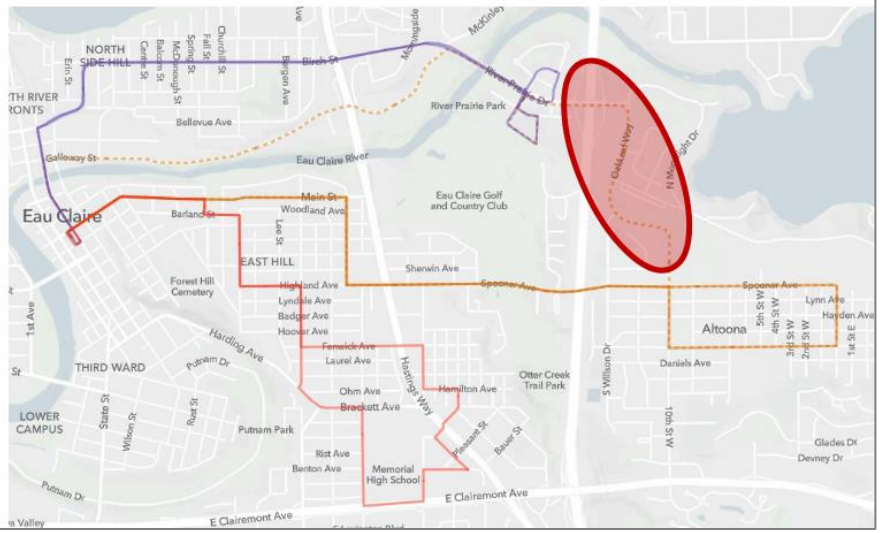
Recommendation

- Increases coverage and convenience for Altoona residents
- Better service along Birch St.
- Route 18 service along Fairfax St.

Alternative

- Lose connection between central and northern Altoona
  - Requires transfer between Routes 17 and 70 at the Transfer Center to access Woodman's and River Prairie
  - No service to OakLeaf Way





Eau Claire Transit Development Plan

Restructured Routes: 17/Altoona

Example Impact to Travel Times:

- Where: Roundtrip between Division St. in central Altoona and Woodman's in north Altoona
- Why: Grocery shopping at Woodman's for 60 minutes
- When: Arriving at Woodman's around 7:30AM
- Recommended (Route 71) reduces total trip time by 75 to 100 minutes

	Existing	Recommended	Alternative
Routes Used	17, 4	71	17, 70
Efficient Transfers (Minimal Wait)	1	0	2
Inefficient Transfers	1	0	0
In Vehicle Time (Minutes)	90	20	60
Transfer/Waiting Time (Minutes)	30	0 to 25*	0
Total Trip Time (Minutes)	**120**	**20 to 45***	**60**

*0 minutes waiting and 20 minutes total if I can complete my shopping/errands in about 30 minutes instead of 60

Restructured Routes: 17/Altoona

Scenario	Route	M-F Hours	Sat. Hours	Roundtrip Time (Mins.)	Headway (Mins)	Peak Buses	ESTIMATED Net Increase in Altoona's Cost*
Existing	17	6:45a-6:45p	8:45a-5:45p	30	60	**1**	--
Recommended	71	6:45a-10:45p	8:45a-8:45p	60	60	**1**	**+$51,000 (72%)**
Alternative	Old 17	6:45a-10:45p	8:45a-8:45p	30	60	1	*+$5,000 (7%)*
	70	7:15a-10:15p	8:15a-8:15p	30	60	1	*+$14,000 (20%)*
	Alt. Tot.					**1**	**+$19,000 (27%)**

*Planning-level estimates compared to existing

Implementation Scenarios

Implementation Scenarios

Short-Term, Minimal Cost

- Can be implemented relatively quickly without the need for significantly more resources
- No change to Route 17 and no financial impact to City of Altoona

Short-Term, Moderate Investment

- Can be implemented relatively quickly but require additional investment
- Replace Route 17 with Route 71
- ESTIMATED net increase in the City of Altoona's annual contribution: +$51,000 (+72%)

Longer-Term

- Requires significant investment and hiring; outside funding likely necessary
- Replace Route 17 with Route 71
- ESTIMATED net increase in the City of Altoona's annual contribution: +$62,000 (+87%)

Discussion